BROADCASTING
and
Broadcast Advertising

Vol. 20, No. 9 WASHINGTON, D. C., MARCH 10, 1941 $5.00 A YEAR—15c A COPY

Wakefield Named to Fill Vacancy on FCC

Member of California Railroad Commission Backed by the Entire State Delegation; Little Opposition Seen

ENDING a half-year of speculation over the Administration's plans regarding communications regulation, President Roosevelt last Wednesday nominated Ray C. Wakefield, 46, of Fresno, member of the California Railroad Commission since 1937, to fill the Republican vacancy on the FCC created by the withdrawal of the nomination of the late Thad H. Brown.

The appointment, subject to confirmation by the Senate, will give the FCC its full complement of seven Commissioners for the first time since last June 30.

An attorney who has specialized in the public utilities field, Mr. Wakefield is highly regarded in State regulatory circles and had the endorsement of virtually the entire California delegation in Congress.

An Open Mind

"I am tremendously happy over this honor and confidence the President has shown in me", the 46-year-old Californian told BROADCASTING. "I knew that I was being considered for the post on the FCC but did not get word of the President's action until this morning. This post will give me a real opportunity of pitching in and doing some hard work.

"I shall enter upon my new task with no preconceived notions regarding the radio industry. In other words, I have a completely open mind as to the industry's various problems and desire to approach them wholly in that spirit. An objective approach to these problems, it seems to me, can be of material assistance in preserving radio's present objective position in American life".

No plans have yet been made by the Senate Interstate Commerce Committee for consideration of the Wakefield nomination. With Chairman Wheeler (D-Mont.) engrossed in the lease-lend bill fight, it was thought the committee might not be disposed to consider the nomination until this legislation is out of the way—probably during the current week. It is known that FCC Chairman James Lawrence Fly is anxious to have the confirmation handled speedily, to bring the FCC up to its full strength.

Because Mr. Wakefield was endorsed by virtually the entire California delegation and because Western Senators long have espoused appointment of a Westerner on the Commission, little opposition is indicated. Mr. Wakefield was chosen from a field of a dozen aspirants, several of whom have been identified with broadcasting.

In ordinary times, it was stated in Congressional circles, the appointment might be used as a springboard to inquire into FCC operations generally. Such a move, while still possible, is not expected in view of the urgency of the national defense situation and the unwillingness of Senators to divert their attentions to other matters.

Named for Seven Years

Mr. Wakefield was prominently mentioned for the Brown vacancy immediately after the late Ohioan, who died Feb. 26 following a brief illness [BROADCASTING, March 3], had asked President Roosevelt to withdraw his nomination on Oct. 15. The appointment is for seven years from July 1, 1940, on which date the Brown appointment expired, although he had been nominated prior to that date but was not confirmed by the Senate.

RAY C. WAKEFIELD

Both Senators Hiram Johnson (Rep.) and Sheridan Downey (Dem.) endorsed Mr. Wakefield's candidacy. As a Republican, Mr. Wakefield is understood to have followed the progressive wing of that party in his State, headed by Senator Johnson. Senator Downey declared that he had recommended the appointment some two months ago and that Mr. Wakefield was a man of "very high reputation".

Widely known in State regulatory circles, Mr. Wakefield was president of the California Railroad Commission last year. In the four years he has served on that body, he has engaged in a number of important regulatory cases. He is thoroughly familiar with the telephone field and has had previous contact both with the FCC and ICC. Therefore he is acquainted with regulatory procedures from the public utility-common carrier end, but not with broadcasting.

Background of FCC

Mr. Wakefield's appointment brings to the FCC its third member with a public utility regulatory background. Chairman James Lawrence Fly was appointed two years ago after having served as general counsel of Tennessee Valley Authority. Commissioner Paul A.

(Continued on page 44)

Seven-Month Daylight Saving Proposed in House Measure

First Legislative Action Provides for Adoption Of Nationwide Basis to Promote Defense

MARKING the first legislative move to establish daylight saving time on a coast-to-coast basis as a national defense measure, Rep. McLean (R-N. J.) last Tuesday introduced in the House a bill which would apply daylight saving time to the whole country, from the last Sunday in March to the last Sunday in October. The proposal would set the nation on a time basis similar to that of World War I days.

Although no comment was available on Rep. McLean's proposal, networks and stations are known to be studying the possibility of the arrival of daylight saving time on a more extensive basis than at present or operation of radio on a standard basis, like railroads. The proposal appears to be taking more definite shape in view of national defense activities.

Some aspects of the daylight time situation from the point of view of radio time buyers and commercial managers of stations were covered recently in articles by Jack Laemmar, head of the radio department of Lord & Thomas, Chicago, and Willard D. Egolf, commercial manager of KVOO, Tulsa, Okla. [BROADCASTING, Feb. 3].

Effect on Contracts

It is understood the networks' stand on extension of daylight saving is predicated principally on the necessity of revising the predominant 52-week network contracts to accommodate the projected time changes, a process claimed to involve much re-negotiation. In case universal daylight saving time is put into effect, this problem would be relieved, although some re-negotiations would be necessary, it is felt.

The proposal of Rep. McLean, in providing for daylight saving from late March to late October, would add a month to each end of the present daylight saving season, which runs from the last Sunday in April to the last Sunday in September. Rep. McLean stated his bill was introduced as a national

(Continued on page 53)

FCC Action Against Multiple, Newspaper Ownership Is Seen

Publisher Angle is Raised in Notice of Hearing; Ownership of Over One Station Questioned

GROUNDWORK for a legal or legislative assault upon both newspaper ownership and multiple ownership of stations in the same community is seen in recent actions of the FCC on pending applications for broadcast facilities.

Although it has been apparent for several years that the FCC, because of provocation from high Administration quarters, has been seeking some basis for rejection of newspaper applications for stations, the official edicts have not directly raised the issue until now. On multiple ownership, the FCC in recent opinions has indicated clearly that it looked askance upon this form of station operation, but has stated that the whole question is currently under study. Local monopoly, as it applies to the molding of public opinion, has been its approach, both as to newspaper ownership and multiple ownership.

Hearing Notice

The latest development is the inclusion of the newspaper-ownership phase in notices for hearing on new applications or transfer applications involving newspapers. For example, in an application filed by the Western Massachusetts Broadcasting Co., seeking a new station in Pittsfield, Mass., the FCC included this issue:

"To determine the practices and policies which the applicant may be expected to follow in the operation of the proposed station, particularly in view of the interest in and connection of applicant's owners with the corporation which publishes *Berkshire Evening Eagle*."

In the hearing notice on the proposed transfer of control of WLAK, Lakeland, Fla., from the *Tampa Tribune*, operating WFLA, Tampa, to a new owner [see story on this page], the FCC included this issue:

"To determine whether the granting of the application would place the ownership or control of the only broadcasting station located in Lakeland, Fla., in a corporation which is licensed to operate another broadcast station serving in whole or in part the Lakeland area, and which is the publisher of a newspaper circulated in said area, and if so, whether such ownership and/or control would result substantially in a monopoly of the media for general dissemination of intelligence in said area."

Another indication of the FCC trend against "local monopoly" was clearly reflected in a memorandum opinion issued March 1 in connection with a modification granted the *South Bend Tribune* which has operated WSBT and WFAM, part-time stations on different frequencies. The applicant asked that WSBT be assigned to 930 kc., with 500 watts fulltime, and that WFAM be retained on 1200 kc., with 100 watts, sharing time. After originally denying the application, the FCC last Oct. 1 announced that it would grant WSBT fulltime, but upon condition that prior to the issuance of the license the newspaper should divest itself of WFAM.

Public Interest

The Commission said it concluded that it would be desirable to provide a fulltime broadcast service from a single station without interruption, but that "it would not be in the public interest in this case to grant authority which would permit operation of two stations in the same community at the same time by the sole newspaper interests in the community". Operations under such circumstances, said the opinion, "would not be conducive to competition".

By including the multiple ownership issue in hearing notices and by otherwise conveying the view that it looks with disfavor upon newspaper-ownership, observers believe the FCC is seeking to lay the foundation for ultimate conclusive action. There are a number of cities in which newspapers own or operate more than one station, and about two dozen cities in which multiple ownership exists.

The FCC is not unanimous on the newspaper-ownership issue. The inspiration originally came from the Administration, which has made no secret of its dislike of newspaper opposition to many New Deal ventures.

Attorneys in radio practice have contended there is no legal basis for discrimination against newspaper ownership, and the U. S. Court of Appeals for the District of Columbia in one case several years ago upheld this contention. FCC attorneys, however, feel that the all-inclusive "public interest" clause of the Communications Act is sufficient legal basis, and the test later may come on that issue or in proposed new legislation. In any event, the current practice of frowning upon newspaper ownership is apparently designed to discourage newspaper applications—yet several have been granted since Jan. 1 and many more were granted during 1940.

Break Change

REVISION of the station break announcement rule, under which the requirement for call-letter announcements at half-hour intervals would be waived when they would interrupt "a program of one-half hour duration or longer consisting of a single consecutive speech, play, religious service, symphony concert, or operatic production," was announced last Wednesday by the FCC. The amendment revises Section 3.406, paragraphs b and c, of the existing rules.

Chicle News

AMERICAN CHICLE Co., Long Island City, N. Y., on March 5 started a twice-weekly series of news analysis programs by Bill Henry, former CBS correspondent in Finland and now one of the network's commentators on the CBS Pacific network. Programs, heard on behalf of Dentyne gum Wednesdays and Fridays at 6:15 p.m. (PST), feature Mr. Henry's own experiences as well as news on current events. Agency is Badger, Browning & Hersey, New York.

NEWSPAPER SELLS INTEREST IN WLAK

REQUIRED by the FCC to divest itself of ownership of WLAK, Lakeland, Fla., the *Tampa Tribune*, which recently acquired the new fulltime WFLA, Tampa, on 940 kc., has sold the nearby local for $16,250 to Russell E. Baker, 29, now an advertising salesman with the *Chicago Times*. The granting of the new WFLA last fall, relieving it of time-sharing with WSUN, city-owned station in St. Petersburg on 620 kc., had been made conditional upon the relinquishment of WLAK, 250 watts on 1310 kc.

The *Tampa Tribune* is published by S. E. Thomason, also publisher of the *Chicago Times*. The issue of multiple ownership was directly raised when the Thomason interests secured the new WFLA facilities on condition they sell WLAK. The issue of newspaper ownership was indirectly raised.

WLAK was immediately placed on the market, but no purchasers were found until a deal was made with young Baker to take it over and pay for it in notes. The station has been linked by land line with WFLA as an NBC-Red bonus outlet and for regional accounts, which link may be maintained in order to give it a program and commercial service. The FCC is expected to act shortly on the transfer deal.

Plans Completed for Louella Parsons To Conduct Filmland Series for Lever

AFTER negotiations covering weeks, with the deal reported off and then on again, Lever Bros. Co., Cambridge, Mass. (Lifebuoy), through William Esty & Co., New York, has completed plans to sponsor Louella O. Parsons, Hearst columnist, with film guest stars, in a weekly half-hour program on CBS stations, starting March 28, Friday, 10-10.30 p.m. (EST).

Program will be similar to her one-time CBS *Hollywood Hotel* series. Miss Parsons will do the m.c. routine, film star interviews, and preside over radio version previews of major current motion picture releases. Cast of players for the first 13 broadcasts is said to be under commitment, with Miss Parsons reported as having secured cooperation of several major film studios for the series.

Mills to Direct

Marlene Dietrich and Bruce Cabot will be featured in a preview of their co-starring picture, "Flame of New Orleans," on the first program. Felix Mills has been signed as musical director for the series, with Harlow Wilcox assigned to announce. Harry Kronman, who wrote Miss Parsons' scripts for *Hollywood Hotel*, is said to have been signed for the new series.

Screen Actors Guild, in early February, refused clearance for the series. Members were instructed to refuse to appear on the weekly program unless such a refusal jeopardizes their contractual relations with film studios. The SAG contends "free talent" shows, such as those offered by Miss Parsons, tend to depress standards of pay for film actors appearing on radio. A communication, which the SAG board of directors instructed Kenneth Thomson, executive secretary, to

(*Continued on page 52*)

BANDIED ABOUT were post mortems when this group, representing talent, agency and network, met back stage following a recent Hollywood broadcast of the weekly half-hour CBS *Big Town*, sponsored by Lever Bros. (Rinso). They are (l to r), Thomas Freebairn-Smith, Ruthrauff & Ryan, assistant producer of the program in that city; Crane Wilbur, agency producer and script editor; Donald W. Thornburgh, CBS Pacific Coast vice-president; Edward G. Robinson, star of the program; Leith Stevens, musical director; Ken Niles, announcer of the show.

Lever, Gen. Mills Plan Split Sponsorship for Brooklyn Dodger Games

GENERAL MILLS, Minneapolis (Wheaties), and Lever Brothers Co. Cambridge (Lifebuoy soap), will co-sponsor baseball broadcasts of the Brooklyn Dodgers on WOR, New York. Red Barber, assisted by Al Helfer, will handle the announcing. WOR experienced considerable difficulty with broadcasts of the Dodger games last year when Lawrence MacPhail, general manager of the club, insisted, after the season had begun, that the station broadcast the full games, which in many cases cut into WOR's evening commercial schedule.

To avoid any further misunderstanding, this year's contract specifically states that the games are to be cut off daily at 5:45 p.m. if there are other commercial commitments at that time, but the Saturday and Sunday games may be broadcast until 6:30 p.m. Knox Reeves Adv., Minneapolis, is the General Mills agency, while William Esty & Co., New York, handles the Lever Brothers account.

In addition to broadcasting the Dodger games, Red Barber will be heard five nights a week on WOR in a quarter-hour sports commentary for Christian Feigenspan Brewing Co., Newark, for P. O. N. beer and ale. E. T. Howard Co., New York, is agency.

New Sponsor Contracts Soon to Be Announced

STALEMATED for two months, with representatives of NAB and American Assn. of Advertising Agencies attempting to iron out differences of opinion over provisions, a revised standard form of station facilities contract is expected to be announced next week, according to Harry C. Wilder, owner and general manager of WSYR, Syracuse, and chairman of the NAB committee meeting with the AAAA time-buyers' committee on the proposition.

The revised form succeeds the standard form announced Jan. 7 by the NAB, which subsequently failed to draw approval of the AAAA group [BROADCASTING, Jan. 13, 20, Feb. 3]

Two contract forms have been developed jointly by the NAB and AAAA committees, one for use in dealings between stations and agencies and the other for stations dealing directly with advertisers. Several weeks ago it was announced that three forms would be developed, one by the AAAA for use by its agency members and two by the NAB for use by stations dealing with non-AAAA agencies and advertisers. It is expected the new forms will carry the recommendations of both NAB and AAAA, since only relatively minor considerations such as phraseology remain to be finally agreed upon.

Most of these differences were discussed last Tuesday in New York at a meeting of Russell P. Place, NAB counsel, with Fred Gamble, AAAA general manager, W. R. Fricke and George Link Jr., AAAA attorney. The NAB committee members are being polled by mail and telegram on final revisions of the new forms.

EXPOUNDING PROGRAM IDEAS and gags was this group backstage after a recent NBC Rudy Vallee Show, sponsored by National Dairy Products Corp. They are (l to r): Armand Deutsch, of McKee-Albright Inc., agency servicing the account; Dick Mack, newly-appointed agency program producer; Tracy Moore, NBC Western division Blue network sales manager; Rudy Vallee, star of the show.

P & G Drops Five Programs; Middle Plugs Annoy Oboler

'Everyman's Theatre' to Cease Despite Crossley Rating Because of Duplication of Audience

PROCTER & GAMBLE Co., Cincinnati, has notified NBC that effective March 28 the company will discontinue sponsorship of five programs, four daytime serials broadcast in consecutive quarter-hours on the Blue Network in the hour between 10 and 11 a.m. and a half-hour evening program on the Red Network.

Evening program, *Everyman's Theatre*, was cancelled at the end of 26 weeks, despite a 39-week contract, by "mutual agreement" between the company and Arch Oboler, author and producer of the series, Mr. Oboler stated following a telephone conversation with William Ramsey, P & G radio director.

The daytime programs being dropped from the Blue Network are: *This Small Town*, on two stations, 10-10:15 a.m., advertising Chipso; *Vic & Sade*, on 12 stations, 10:15-10:30 a.m., for Crisco; *Story of Mary Marlin*, on 12 stations, 10:30-10:45 a.m., for Ivory Flakes; *Pepper Young's Family*, on 8 stations, 10:45-11 a.m., for Camay Soap. Programs for Camay and Chipso are placed through Pedlar & Ryan, New York; Compton Adv., New York, handled the advertising for Crisco and Ivory.

Budget Shift

Action, which removes all Procter & Gamble advertising from the Blue Network, is the first step in a "realignment" of the company's advertising budget predicted a week ago [BROADCASTING, March 3]. Also cancelled by this sponsor is the Red Network broadcast of *This Small Town*, on 18 stations for Duz, placed by Compton Adv., New York. This program, broadcast at 10-10:15 a.m., concurrently with the Blue Network broadcast, goes off the air April 25. The other three programs will continue, for the present at least, on the Red during the 3-4 p.m. hour.

Explaining the withdrawal of his series, Oboler said that while its Crossley rating is twice as high as his sponsor had counted on, a breakdown of the program's audience revealed that instead of taking the sponsor's message to a new audience the Oboler programs were heard by the same women who listen to the daytime serials, *Ma Perkins* on the Red and *The Goldbergs* on CBS. All three programs advertise Oxydol and are placed through Blackett - Sample - Hummert, Chicago.

In addition to serving institutional purposes, the sponsor had hoped to create a new buying public through *Everyman's Theatre*.

It is reported in Hollywood there have been strained relations from start of the series because Oboler objected to a middle commercial break in his dramatizations. Following the final broadcast Oboler will concentrate on motion picture work for a while, being under contract to Frank Lloyd, producer, to direct "The Flying Yorkshireman" for Universal Pictures Co.

Van Camp's Adds

VAN CAMP'S Inc., Indianapolis, intensifying its distribution in the New York City area, is sponsoring in the interest of its canned pork and beans five announcements weekly on the *Martha Deane* program on WOR, New York, and on *Dr. Shirley Wynne's Food Forum* on WMCA, New York. Calkins & Holden, New York, is the agency.

New Salt Series

INTERNATIONAL SALT Co., Scranton (Sterling table salt), has started thrice-weekly announcements on participating home economics programs on WCKY, Cincinnati; WRVA, Richmond; WSB, Atlanta; WWL, New Orleans. J. M. Mathes Inc., New York, is agency.

FCC Considering Monopoly Report

Preliminary Draft Described As a Bulky Document

FORMAL consideration of the Network Monopoly Report will be undertaken this week by the FCC, but when the job will be completed is conjectural. The voluminous proposed report, after final revision by the FCC, was submitted March 1 and members of the Commission have had occasion to study it during the last week.

At his press conference a week ago Chairman Fly said the Commission would hold its first meeting on the report March 10, but that the early consideration was bound to be of an "exploratory nature" with a "thorough job in mind".

Contract Control?

The preliminary draft is understood to be about as comprehensive as the Network Monopoly Committee Report made public last June, and based on the investigation which began in the fall of 1938 and which was completed a year later. While the proposed report is confidential, it is understood that it recommends assumption of jurisdiction over contractual relations between affiliated stations and networks. This would be in line with the recommendations made by the law department last December in oral arguments on the report.

With a general hearing on proposed commercial television scheduled for March 20, it is presumed the FCC majority will seek to dispose of the monopoly report prior to that time. On the other hand, should disagreements of a pronounced nature develop, and this is expected, it may be necessary for the Commission to hold in abeyance final consideration of the monopoly proceedings until it disposes of the television rules.

It is evident the Commission is divided on the basic jurisdictional question. Likelihood of a minority report, subscribed to probably by Commissioners Craven and Case, is seen [BROADCASTING, March 3].

Lewie V. Gilpin Leaves For Service With Army

LEWIE V. GILPIN, for 2½ years a member of the Washington editorial staff of BROADCASTING, leaves March 10 for a year's duty with the Army. He will report to Fort Meade, Md., for induction and then will be sent to Fort Lee, Va., and later to Fort Bliss, Tex. for duty with the 260th Coast Artillery (anti-aircraft). A native of Tracy, Minn., Mr. Gilpin is a graduate of the University of Missouri School of Journalism and attended the University of Minnesota. He came to Washington in 1937. Before joining BROADCASTING he worked in various Washington news bureaus.

Martin Davidson, a graduate of Harvard University and for the last year associated with BROADCASTING, has been named to succeed Mr. Gilpin.

Court Acceptance Is Given ASCAP Copyright Decree

Proposed Changes Are Denied; Old 1935 Suit Dismissed

CONSENT decree consummated between ASCAP and the Department of Justice was accepted March 4 by Federal Judge Henry W. Goddard of the U. S. District Court in the Southern District of New York, who at the same time dismissed without prejudice the suit against ASCAP started by the Government in 1935. Judicial action followed a public hearing before Judge Goddard the previous day, at which alterations in the decree were unsuccessfully urged by the NAB, the League of New York Theatres and Schroeder & Gunther, ASCAP publishing firm.

Neville Miller, NAB president, himself appeared on behalf of his organization to protest that (1) for all practical purposes the decree sanctions ASCAP's position as the exclusive agent for performing rights of its members' compositions and (2) it grants the privilege of buying ASCAP music on a "per-piece" basis to all users except broadcasters, who are thus forced to buy all the music in the ASCAP pool.

Dividing the Pot

Mr. Miller argued that while the decree states ASCAP shall not acquire exclusive performing rights, the permissive clauses compel any member who licenses his works directly to a user to turn over all of the proceeds from such licensing to the Society for distribution under its general formula, thus depriving the member of any economic incentive for individual licensing.

Furthermore, since the votes of the members are weighted on the same basis of number, nature, character and prestige of their compositions which decides each member's share of the ASCAP income, Mr. Miller stated that "under the decree even the majority of members cannot control the activity of the management".

He continued: "The proposed decree thereby creates an enormous temptation to those persons who are in control of the affairs of the Society, at any time, to utilize their power to increase their own classifications since by such act they not only increase their revenues but assure their continuance in positions of power."

On his second point, Mr. Miller explained that the per program method of licensing, "intended to relieve broadcasters from the necessity of paying a fee with respect to any program which does not use ASCAP music," is granted to broadcasters by the decree. The per piece method, he said, "is intended to obviate the evils of what amounts to block booking. ASCAP has used its power, under its assignments from its members, to compel broadcasters to pay for all of the work of all of its members in order to secure access to any of the works of any of its members."

The decree, he pointed out, ends this situation for all users but broadcasters. "It permits the hotel, cafe, motion picture theatre proprietor, to take a few examples, to demand the quotation of a price for an individual musical work or for a group of musical works. We cannot find any logical reason for differentiating between broadcasters and other users with respect to such a privilege.

"If it is illegal for ASCAP to refuse a hotel access to a work of a group of works unless the hotel will pay for all of the works of all of the ASCAP members, why should this not be applicable to broadcasters as well? Indeed, for ASCAP to carry on a legal existence, it would seem to be necessary that the music user, including the broadcaster, should have the right either to purchase all of the music of ASCAP for a specific program or to purchase any of the music of ASCAP that the user may want."

Waters Explains

Victor O. Waters, special assistant to the Attorney General in charge of the ASCAP-BMI litigation, said this decree should be considered as a companion to the BMI decree, in which the provisions were similar, with no complaints from the broadcasters about them. The Government, he declared, is not representing either BMI or ASCAP but is endeavoring to open up competition. The old ASCAP license, he said, took from the broadcaster any economic incentive to use anything but ASCAP music and the BMI license would do the same thing. The decrees make music available to broadcasters on a per-program basis and so should open up competition. Judge Goddard endorsed these arguments, stating that "on the whole, it seems like a wholesome provision".

Milton R. Weinberger, appearing for the League of New York Theatres, asked the court to insert into the decree a provision defining grand and small rights and specifically preventing ASCAP from interfering with the licensing by theatrical producers of condensed radio versions of stage musical productions containing tunes individually licensed by ASCAP. He also asked the court to require ASCAP to keep a log of all performances which would enable "all interested persons" to know how many broadcasts any particular tune received in any given time. Such a log, he stated, would enable League members to secure from the publishers of their music a part of the ASCAP payment to these publishers, who now say they have no way of dividing their ASCAP income among all their songs.

Judge Goddard declined these requests, pointing out that the decree is between ASCAP and the public and that the differences of the theatrical producers with ASCAP are not pertinent to the decree, but can be settled independently.

Election Clause

Appearing for the publishing firm of Schroeder & Gunther, an ASCAP member, Harold P. Seligson asked the court to change the decree to provide for more frequent elections of ASCAP board members and also to alter the ASCAP system of voting so that "all classes of membership will be represented". In denying his arguments, Judge Goddard said that the elections required by the decree were a minimum and that ASCAP could increase them as it saw fit. He also upheld the weighted system of voting, comparing the writers with higher ratings to the major stockholders of a corporation who are entitled to more votes than the others.

Charles Poletti, Lieutenant Governor of New York and special counsel for ASCAP in working out the provisions of the decree, expressed his appreciation of the efforts expended by the Department of Justice attorneys toward making the decree a fair one and added that ASCAP concurred heartily in the statement of the Department that the decree opens the way for an early settlement of the differences between ASCAP and the broadcasting industry.

First NAB-ASCAP Meeting Is Expected in Late March

FIRST FORMAL conversations toward reopening negotiations between ASCAP and the broadcasting industry may be held within two weeks at a meeting of the NAB board of directors with the recently appointed ASCAP negotiating committee, it was learned following an exchange of letters last week between NAB President Neville Miller and ASCAP President Gene Buck.

While Mr. Miller did not state definitely that a special NAB board meeting would be called, at the request of Mr. Buck, he plans to explore the possibility of convening the board in New York or Washington before the end of March. Because of the many factors to be taken into account, such a joint meeting would not indicate imminence of a final agreement bringing ASCAP music back to the air for the first time since Jan. 1. This session probably would be of an exploratory nature.

Following entry March 4 of the ASCAP consent decree, Mr. Miller asked ASCAP to make a specific offer or outline proposed formulas for use of its music by radio, in accord with the consent decree terms, requiring a "pay-as-you-use" basis. The Buck reply, however, suggested only a meeting with the NAB board. Mr. Miller then indicated that such a meeting is likely.

Formula Sought

In the absence of any formal proposition from ASCAP, it is thought that the NAB board will not be disposed to commit the industry to any plan for return of ASCAP music to the air. NAB consistently has taken the position that ASCAP must submit a revised formula before industry agreement can be sought. More than likely, conclusive action will await the NAB convention to be held in St. Louis May 12-15.

The NAB board comprises 26 members, 17 of them representing the districts into which the country is divided, three for the major networks and two each for large, medium and small stations, elected at large. The ASCAP negotiating committee is headed by President Buck and is made up of seven publisher-composer members.

Feud in Hollywood

CURRENT ASCAP-radio controversy took a personal turn when L. Wolfe Gilbert, Hollywood composer and West Coast committee member of the Society and David Marshall, Florentine Gardens orchestra leader, are alleged to have indulged in a fist-fight at the night club March 1. Gilbert is said to have declared the band was playing music "stolen" from his "African Lament". Marshall declared it was Ernesto LeCuona's "Canto Karabali", licensed through BMI.

Action on Criminal Suit Pending Against ASCAP Is Postponed by Court

DISPOSITION of the criminal suit (440-Q) pending against ASCAP since last month has been postponed until March 13 by Federal Judge F. Ryan Duffy, of Milwaukee, upon the request of ASCAP and the 19 co-defendant publisher-members of the Society. The court originally set March 1 as the date for arraignment.

The criminal suit, seeking dissolution of ASCAP as a monopoly in violation of the anti-trust laws, is slated for dismissal, by virtue of the consent decree already agreed to by the Society and entered last Tuesday in Milwaukee. It is expected that ASCAP will move for dismissal and that the Department of Justice will interpose no objection. Likelihood of assessment of a fine aggregating $24,000 against ASCAP and the 19 individual publishers is foreseen. ASCAP presumably would be fined $5,000 and each publisher $1,000.

TO FACILITATE the review and analysis of new song manuscripts BMI has established a manuscript control department, under the direction of Miss Pauline Gilder, first assistant to Dana Merriman, BMI office manager

Turning Point in Music Copyrights

Craney Sees Danger if Any Blanket Fee Is Accepted

No broadcaster has devoted more time and energy to the copyright fight than Ed Craney. He led the independent-station crusade and inspired the State anti-monopoly statutes aimed at ASCAP. In this article addressed to all broadcasters, Mr. Craney advances his views on the effects of the ASCAP and BMI consent decrees, and prescribes an immediate course of action. His conclusions, of course, will arouse opposition in some industry quarters and win support in others.

By E. B. CRANEY
KGIR, Butte, Mont.

BECAUSE of inability to secure the right to pay only when copyrights were used, in 1935 broadcasters of the State of Washington, after failures through national endeavors by the NAB, started State action against ASCAP which can be (except for minor adjustments) considered consummated with the signing of the BMI and ASCAP consent decrees.

The 1935 start by the Washington Broadcasters under the guidance of Attorney Ken Davis, of Seattle, could never have been successful if Legislatures of Montana, Washington, Nebraska, Florida and other States had not seen and tried to correct the unfairness of ASCAP trade practices.

On Court House Steps

It was only through action by the various States, and the continual efforts of Senator Wheeler, Chairman of the Senate Committee on Interstate Commerce, to get active prosecution by the Department of Justice that a consent decree has been the culmination of this activity. Strange though, isn't it, that this matter has been settled "on the court house steps" the same as Phil Loucks told us it should and would be years ago?

Now, let us forget about the water already over the dam. Let us forget about the 1932 "deal", the Radio Program Foundation; the 1935 "deal," the NAB Bureau of Copyrights. Let us even forget about the unjustness of the present BMI financial set up, which, based on 1937 ASCAP payments made the small income stations put out more dollars than the larger stations in proportion to their earnings; gave newspaper stations the advantage of their ASCAP differentials over other stations and allowed the networks in the picture with the affiliates paying the bills.

The nets paid only for their owned and operated stations with some $20,000,000 of billings having no percentage accounted against it and the load, because of this, shifted to the independent broadcasters whether they were network or not. Yes, let us forget all this because it isn't going to do us any good to remember it. The NAB big wigs decided they wanted to do the job this way and told the small fry to "get in the swim" so let us go to work with what we have on hand today.

Today we have as sources of music supply mainly: ASCAP, SESAC, AMP, BMI, Public Domain. We have the BMI consent decree and we have the ASCAP consent decree and we have BMI.

Now, no matter whether you like all the various terms of the consent decrees or not, if they have done nothing else, they have both put the networks in the same boat the independent broadcaster has been in for years because both consent decrees make mandatory clearance at the source.

Removes Third Party

What does this mean? Well, it no longer makes it possible for a network to work out a deal with a copyright owner whereby the network gets a license for nothing or for a small sum and agrees to broadcast the music of that copyright owner so he can go out and start a suit against each and every station on that network who doesn't take a license from him.

In other words, it takes out the third party that has been dictating copyright licenses between copyright owner and independent broadcaster. True, the networks have, and probably always will be the ones that make music popular and independent stations will probably want to have licenses to play the same music the networks play, but the great difference is that in the past the independent broadcaster had *had* to have the license, while in the future he can make up his mind as to whether or not he wants it and whether or not he can afford it.

After all, just because the network plays a tune is no reason every station has to play the same tune on its own emanations.

Now, let us look at the consent decrees and see what there is that puts the big question mark in our title copyright turning point? The BMI consent decree was, in the writer's opinion, a better consent decree because it protects the independent broadcaster against himself. It makes mandatory some of

(*Continued on page 48*)

Mills Chides Department of Justice, Claims ASCAP Will Lose $5,000,000

STRIKING a sharp note concerning the Department of Justice anti-monopolistic actions against ASCAP, E. C. Mills, chairman of the society's administrative committee, speaking March 6 before the New York Assn. of Young Advertising Men at the Midston Hotel, stated that by signing the recent consent decree ASCAP yielded "to a combination of economic and governmental pressure by which the society stands to lose $5,000,000".

"In 1932," Mr. Mills said, "the Department of Justice initiated an investigation into the operations of ASCAP with a view to bringing a suit, just about the time a three-year contract with the broadcasters was being negotiated.

Again in 1935

"When that contract was signed, the Government ceased to be interested in our activities. Again, in 1935 when another contract with the broadcasters was under consideration, anti-monopolistic proceedings were brought against the society, and were adjourned in June 1935 on motion of the Government. A five-year contract with the broadcasters was signed.

"In 1940," Mr. Mills continued, "the ASCAP contract with the broadcasters again came up for consideration, and again the Government became greatly concerned about the monopolistic practices of the society."

Another coincidence occurred, Mr. Mills said, "when the Department of Justice filed a suit against ASCAP in the U. S. Court in Milwaukee presided over by Judge Duffy, an ex-Senator, who, while he was in the Senate, had made a number of public addresses denouncing ASCAP.

"We were to be tried by a court obviously prejudiced. We signed the consent decree which gave us a clean bill of health from the Government, but by so doing we paid a substantial price to put us in a position to negotiate with the broadcasters."

Split Avoided

Speaking about the ASCAP terms presented to the broadcasters in 1940, Mr. Mills stated that individual stations had complained to the society it was unfair that they should have to pay for music broadcast on the networks. As a result, a formula was set up for the networks whereby the fee was payable at the source of music, he said.

This formula met with the approval of the vast majority of independent stations, Mr. Mills said. "We hoped to create a schism in the industry," he continued, "but the broadcasters rallied, and on Jan. 1, 1941, ASCAP music went off the air. When I speak of the roll call of the broadcasting industry, I do not speak of individual stations. I speak of the American Telephone & Telegraph Corp., Western Electric, Westinghouse Mfg. Co., General Electric, Radio Corp. of America; that group which among them control practically all the patents of electrical communication in this country. For anyone to believe that the songwriters can impose their will on such a powerful group is not logical."

Commenting on propaganda in the ASCAP-BMI controversy, Mr. Mills said "the broadcasters have done a much better propaganda job than ASCAP". However, he also stated that 17,000,000 column inches appeared about the controversy in 3,700 newspapers, second only to the war in Europe. A check of the editorial policy revealed that 80% of the neswpapers favored ASCAP, he said.

In regard to negotiations with the broadcasters, Mr. Mills said that "we have invited the broadcasters through the press, by writing, by word of mouth, to negotiate, but they won't meet with us."

He ended his address with an olive-branch note when he said, "Nothing that I have said is in a spirit of hostility. My plea is for a cessation of hostilities. My plea is for negotiation."

ASCAP AND RADIO STAND TOGETHER

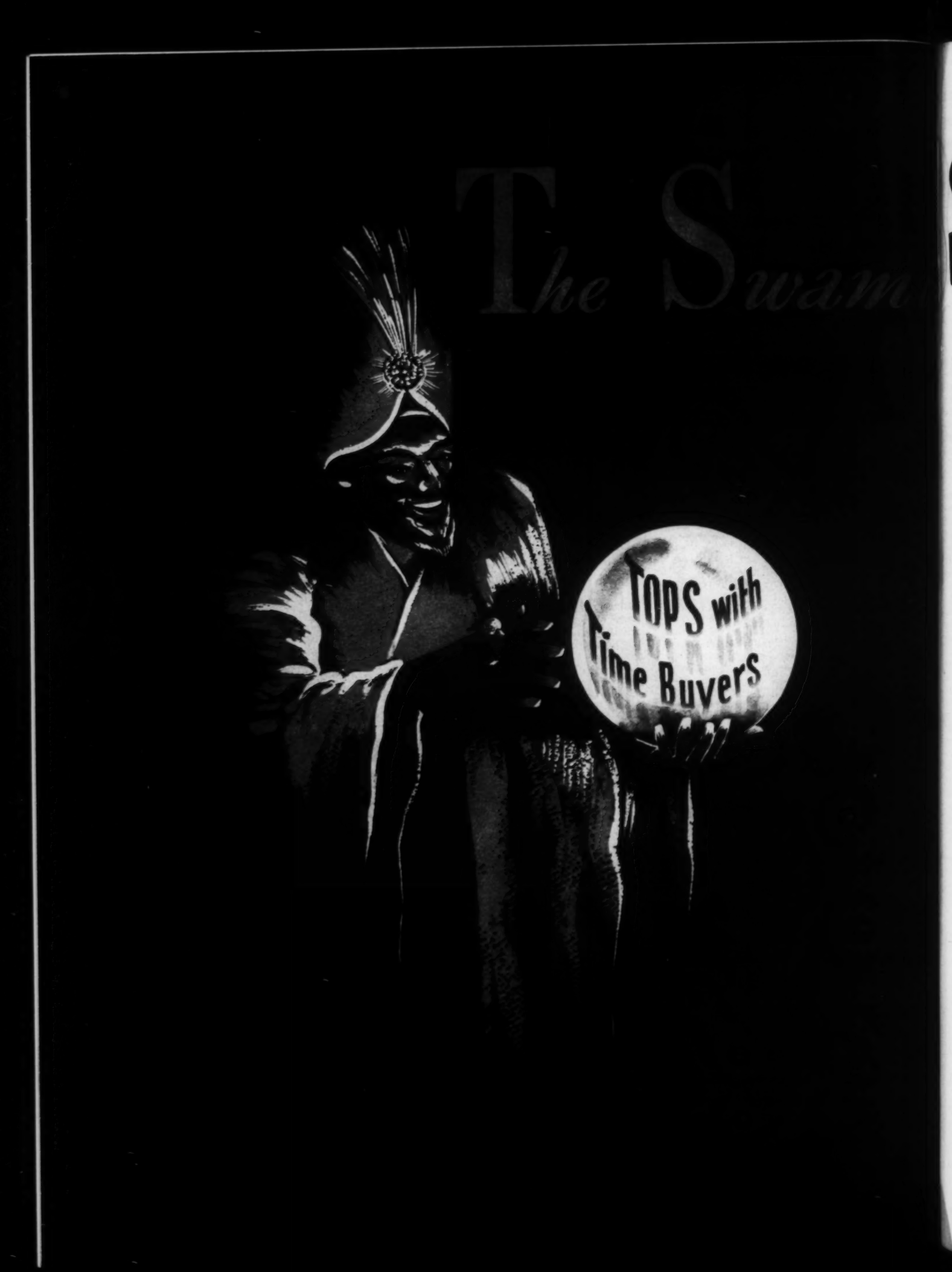
THE IMPOSSIBLE happened last Wednesday in Boston. ASCAP and the broadcasters found themselves together on proposed legislation.

A hearing had been called by a committee of the State Legislature on three copyright bills, which ASCAP contended would prevent it from doing business in the State. It brought its customary retinue of personalities to Boston, including John G. Paine, general manager; Louis D. Frohlich, general counsel; Otto Harbach and Grace Warner Gulesian, composers, as well as other celebrities, to castigate the legislation as the invention of the NAB, the networks and other allegedly big and selfish groups. They fought the ASCAP-BMI war all over again in a two-hour presentation before the joint committee on constitutional law.

The Massachusetts State Broadcasters Committee, which among other things keeps track of legislative developments in the State, called its Legislative Committee together prior to the hearing. Because ASCAP would be bound to take such a position, the committee decided the bills should be opposed. Harold E. Fellows, general manager of WEEI, Boston, as well as chairman of the legislative committee; E. E. (Ted) Hill, general manager of WTAG, Worcester, and W. T. Welch, owner - manager of WSAR, Fall River, attended the hearings and listened to ASCAP's opposition.

After hearing the tirade, the committee decided that some open declaration should be made, partly because it was concluded the bills were objectionable, and secondly, the accusations made could not remain unchallenged. At the conclusion of the two-hour presentation, Chairman Fellows simply told the committee Massachusetts broadcasters were definitely opposed to all three measures. He said they were regarded as probably unconstitutional and definitely detrimental to all parties concerned. He pointed out that the Massachusetts Committee represented primarily NAB member stations as well as network outlets.

As a result of the testimony, the Committee set a rehearing on the three bills for April 12. The only spokesman in favor of the bills was Rep. Daniel F. Sullivan, Lowell Democrat, who said he was an entertainer himself and wanted "to take dictatorship out of the musical world".


The Swan
TOPS with
Time Buyers

Sees . . .

Al-hakk, the swaddled swami sees. He sees BROADCASTING, whose radio station advertisers outnumber those of all other advertising trade publications combined. He sees BROADCASTING, an advertising medium whose client-renewal percentage is truly revealing. He sees BROADCASTING, now with nearly 10,000 circulation. Waka, the swami sees the way to your great promotion success, present and future. * * * You'll see, too. Consider—

Transcription Firm Survey: 1,000 national advertisers and agency executives selected at random from McKittrick's. BROADCASTING received nearly as many votes as choices two, three, four, five and six combined.*

West Coast Station Survey: Agency men coast to coast asked which of 12 advertising trade publications are best bets for station promotion. BROADCASTING voted no. 1.*

Station Representative Survey: Agency executives were asked which of three leading advertising trade publications carrying this representative's ads was best read. BROADCASTING tops again.*

Midwest Station Survey: Top-flight agency radio executives asked in which of seven advertising trade papers "our ads would be seen by you" BROADCASTING led the field.*

Eastern Stations Survey: 160 agency executives asked which publications they would use if they were buying trade paper space for a station. Nine trade magazines listed. BROADCASTING way on top.*

** The swami will tell you more, too.*

Government to Act Soon on Petrillo

AGMA Standing Firm, Continuing Fight, Says Tibbett

ALL HAS BEEN quiet on the Government front since the announcement Feb. 28 by Assistant Attorney General Thurman Arnold that grand jury proceedings will soon be started against James C. Petrillo, president of the American Federation of Musicians.

No indication has yet been given as to where or when the Government will institute the new proceedings, striking at the AFM president's dictatorial powers. Victor O. Waters, special assistant to the Attorney General, who handled the ASCAP-BMI decrees and who has been assigned to the Petrillo case, is back in Washingon making a study of the whole union music situation preparatory to initiating formal action. It was indicated that steps may be taken next week, with the launching of the grand jury proceedings.

Tibbett Firm

In Washington last week for a concert, Lawrence Tibbett, president of the American Guild of Musical Artists, which is in litigation with AFM over the jurisdictional issue precipitated by Mr. Petrillo, asserted that his organization proposed to continue its fight, irrespective of defections of members from its ranks to AFM. Last August Petrillo announced that solo artists would have to join the Federation or be forbidden to perform with any of the 130,000 members of AFM. In effect this would deny such concert artists the right to appear on the air, in motion pictures or with symphony orchestras.

While the Department announced it would investigate complaints relating to practices of booking agencies, concert bureaus, broadcasters and related services in their dealings with solo artists, it was evident that the first assault would be upon Petrillo and his AFM operations. More than a year ago the Department gathered evidence on the AFM onslaughts against radio, requiring hiring of fixed quotas of musicians by all stations, retention of stand-by orchestras, use of union musicians to operate transcription turntables, and similar practices originated when Petrillo was head of the Chicago Federation.

Spalding Yields

Meanwhile, things were reasonably quiet on the AFM-AGMA front. The week following March 1, set by Mr. Petrillo as the deadline date for AGMA members to join AFM or to have AFM members ordered not to perform with them, passed without any open conflict or even a minor skirmish. Biggest news of the week broke March 1, when Albert Spalding, noted violinist, announced his resignation from AGMA and his application for membership in the musician's union.

This desertion came as a complete surprise, as Mr. Petrillo had agreed to permit his union's members to perform with Mr. Spalding on the Sunday afternoon Coca-Cola broadcast at the request of CBS, which had informed the musician's chief that the network was contractually bound to supply Mr. Spalding's performances on the radio series [BROADCASTING, March 3], thus insuring that this program would not be the scene of the previously expected AFM crackdown.

In the next few days following Mr. Spalding's transfer of allegiance AFM officials announced that some 20 noted instrumentalists had applied for AFM membership, including a number of AGMA members, such as Jose Iturbi, pianist and conductor, Efrem Zimbalist, violinist, Mischa Elman, violinist, and Josef Hofmann, pianist, the latter being named an honorary AFM member along with Fritz Kreisler, violinist, and Sergei Rachmaninoff, pianist.

AGMA Stands Pat

No comment on these defalcations was forthcoming from AGMA officials, who stood pat on the statement issued March 4 by Mrs. Blanche Witherspoon, executive secretary of AGMA, that "due to the fact that the litigation of AGMA's case is pending in the New York Court of Appeals and that the intervention of the Federal Government by grand jury investigation has just been announced by the Department of Justice, the board resolved to make no further public statements at this time."

Statement was made following a meeting of AGMA's board of governors which passed a resolution of AGMA's continued resistance to Mr. Petrillo's "unfair and unwarranted demands."

Previously, AGMA had hailed the Government intervention as "a welcome step in the direction of curbing Mr. Petrillo's plan to become the absolute musical dictator in this country." Stating that AGMA is governed by a president and board who are elected by the membership and who serve without compensation, the release contrasts this situation with that holding in AFM. "Mr. Petrillo," it declares "has not only boasted of being the highest paid labor leader in the country but he has also boasted of his absolute control over the affairs of the AFM. The Constitution and by-laws of his organization give him unlimited powers."

Spalding's Stand

In a lengthy statement, released through his attorneys, Kelsey, Waldrop, Spalding & Parker, New York, Mr. Spalding explained that when he joined AGMA he was told it was a guild of solo singers and instrumentalists, but that it had since solicited membership of accompanists with the result that instrumental soloists are now only a small fraction of AGMA's total members. He had not thought of joining AFM, he said, "because I did not believe my professional interests required the kind of protection which a labor union customarily gives or that my engagements were in competition with the members of the union.

"Holding that opinion," he continued, "when the AFM made the strumentalists join that union, I approved seeking a determination of the courts whether we soloists could lawfully be included within the scope of the 'closed shop' principle. That question having been decided in favor of the AFM by the Appellate Division of the Supreme Court of New York, I accept the decision of the court."

BOBSLED BROADCAST from this racing bob on its zig-zag journey down the Olympic run at Mount van Hoevenberg, Lake Placid, N. Y., was carried by WGY, Schenectady. With a portable transmitter on his back, Howard Tupper, WGY announcer, gave a description of the 70-mile-per-hour dash from his No. 3 position on the sled. Daredevils are: Tuffield LeTour, brakeman; Mr. Tupper; Mrs. Billy Fiske, widow of the late Billy Fiske, bobsled racing immortal who died in action recently with the RAF; Alexis Thompson, driver, owner of the Pittsburgh Steelers pro grid team. Relay was picked up at bottom of run and retransmitted to Lake Placid, then by direct wire to GE's studios in Schenectady.

AFRA to Hasten Disc Negotiations

March 12 Meeting Is Sought With Transcription Group

DETERMINED to push its proposed code covering the employment of talent on transcribed programs through to completion and acceptance by the transcription manufacturers at the earliest possible moment, the American Federation of Radio Artists has requested the transcription negotiating committee to meet with AFRA executives as soon as possible, with March 12 set as a tentative date.

Indicative of AFRA's expectations of an early settlement of this problem, which has been a leading item in the union's agenda for more than a year, was last week's announcement that the transcription code would be the major topic for discussion at the quarterly meeting of AFRA's New York local, to be held March 20 at the Hotel Astor.

Calls It Decisive

In announcing the date, George Heller, New York executive secretary, stated: "All AFRA members working in the transcription field should make an especial effort to attend the March 20 meeting. It will be the culmination of all the discussions which have taken place to date. It will be a decisive meeting for the electrical transcription code. Definite action resolving the transcription situation will come out of this meeting."

Announcement also reported plans for the meeting of AFRA executives with transcription producers, continuing that "the results of this meeting will be presented to members of the New York local for final ratification." Transcription code was a major topic of discussion during most of last year, with regional groups drawing up recommendations for wage scales and working conditions in their particular areas and with a coordinating committee amalgamating these suggestions into a national code.

Numerous meetings with the transcription producers' committee were held during the spring and summer, when they were interrupted by the negotiations with network and advertising agency officials which preceded the renewal of the AFRA network codes covering both sustaining and commercial programs.

Charles Gaines, World Broadcasting System, chairman of the transcription committee, said March 6 he was notifying his committee members of AFRA's request for a conference and expected the March 12 date would stand. Other members include: John H. MacDonald, NBC Radio-Recording Division; C. M. Finney, Associated Music Publishers; Leonard Bush, Compton Adv.; L. D. Milligan, Blackett-Sample-Hummert; James Sauter, Air Features; Wililam Spire and Joseph Bonine, McCann-Erickson.

WANTED!... in "AMERICA'S MONEY BELT"

Enough Face Powder to Dull Every Shiny Nose From Djibuti to Hoboken

WILL YOU SELL IT?

IF THE faces of the folks in America's Money Belt beam like last year's serge, it's from happiness — not lack of cosmetics. The face powder sold in the region last year was sufficient to put a "no glare" finish on *every* shine . . . no matter how you spread it. And powder is just a minor part of the $17,000,000 worth of cosmetics sold under the shadow of the towers of The Cowles Stations.

All of which lends added credence to our shout that folks hereabouts have money — and spend it — for advertised products. There's no better way to let them know about *your* products than through the four-way voice of The Cowles Stations. There's *no other* way to reach the six million persons at one fell swoop.

To learn how to spread the story of your product over the Money Belt region at *one low cost* write us today. We'll tell you all about the job we can do for you.

WHICH OF THESE DO YOU SELL?

Esimated Annual Retail Sales in "America's Money Belt"

Dentifrices	$4,601,293
Face Powders	1,446,120
Talcum Powders	788,793
Hair Tonics	657,327
Face Lotions	1,051,724
Hair Dressings	788,793
Deodorants	460,129
Manicure Preparations	657,327
Shaving Creams and Soaps	1,248,922
Face Creams	2,300,646
Perfumes	1,117,457

(Total drug commodity sales — $49,216,000)

The Cowles Stations

WMT ★ KRNT ★ KSO ★ WNAX

CEDAR RAPIDS WATERLOO — DES MOINES — DES MOINES — YANKTON SIOUX CITY

Affiliated with THE REGISTER AND TRIBUNE, Des Moines, Iowa

Represented Nationally by THE KATZ AGENCY

ADVERTISING PAGES REMOVED

The 700th 'Standard Symphony Hour'

In 13 Years No Plug Has Interrupted Coast Series

THERE aren't many sponsors of radio in this country who can boast of more than 13 consecutive years as guarantor of a costly program during which no commercial announcement has ever been used.

Just such a position is held on the West Coast by Standard Oil Co. of California, sponsor of two programs weekly on 33 stations of the Pacific Coast Mutual network—*Standard Symphony Hour*, Thursdays, 8-9 p.m. (PST) and the *Standard School Broadcast*, Thursdays, 11:15-45 a.m. (PST).

On March 13 *Standard Symphony Hour* will present its 700th consecutive weekly broadcast, believed to be the oldest sponsored radio program in the West.

First Coast Hookup

Back in 1926 Standard Oil made radio history by the unprecedented step of linking KFI, Los Angeles, with KGO, San Francisco, for a series of sponsored concerts by the San Francisco and Los Angeles symphony orchestras. This preceded the launching of the Pacific Coast network of NBC, first big chain on the Coast. From this original two-station "chain" serving a limited number of people in the vicinity of the two cities, the program has grown until today it reaches almost every part of California, Oregon and Washington via Mutual-Don Lee.

Inaugurated as a non-commercial, institutional broadcast, the *Symphony Hour* has never lost its original character, so that today it still seeks to give listeners an hour of quiet relaxation uninterrupted by commercial announcements or non-musical features.

Carefully chosen programs have gone out over the air week after week, so listeners of every degree and level of musical taste could find pleasure and enjoyment not only in hearing old and loved selections but in discovering new ones to add to their personal library of favorite compositions.

Hundreds of musicians have been assured of year-round employment by the *Symphony Hour*. Though it originates from San Francisco most of the time, it is regularly broadcast from Los Angeles, Portland, Ore. and Seattle. During each winter season the regular resident orchestras in the four cities are used for the program. Usually the orchestras are conducted by their regular leaders, but frequently they are led by celebrated guest conductors from other parts of the country.

When the major orchestras reach the end of their regular season in late spring or early summer, a special *Standard Symphony Orchestra* takes over the program until the San Francisco Symphony Orchestra is ready to begin its own fall and winter season and so resume the broadcasts.

The 700th program March 13 will be conducted by Pierre Monteux, distinguished leader of the San Francisco Symphony Orchestra. The program will consist of requests from radio listeners. Special features in keeping with the importance of the broadcast will be a part of the program, but, as usual, there will be no commercial announcements to break in on the atmosphere of quiet repose that has always characterized the *Standard Symphony Hour*.

The *Standard School Broadcast* was started nearly two years after the first *Standard Symphony Hour*.

Starting in 1928 with a program reaching the pupils of 72 schools in California, the *Standard School Broadcast* today is heard in more than 5,000 Pacific Coast schools by approximately a half-million students. This program pioneered education by radio. It consists principally of a preview of that night's program by the *Standard Symphony*, with musical illustrations. The *School* broadcast also has a wide adult following besides students who listen as part of their curriculum.

Goodwill That Pays

These institutional, non-commercial broadcasts, however, have built up a volume of good-will that is constantly paying off in dollars and cents. The sponsor, the advertising agency and the stations from which the programs emanate have concrete evidence that appreciative listeners by the thousands purchase Standard Oil products solely because of the radio broadcasts presented by the company.

Continuity and production of the *Standard Symphony Hour* are handled by Pat Kelly of KFRC, San Francisco.

Stations releasing the weekly program are:

KPMC KHSL KXO KIEM KHJ KMYC KYOS KDON KVCV KFXM KGB KFRC KVEC KVOE KDB KTKC KORE KFJI KOOS KALE KRNR KWIL KXRO KVOS KELA KRKO KWLK KGY KOL KMO KPQ KIT KGA.

Agency is McCann-Erickson, San Francisco.

WGES Given Fulltime; WSBT's New Facilities

FULLTIME operation with 5,000 watts for the parttime WGES, Chicago, operated by Gene Dyer, was authorized March 4 by the FCC as a sequel to its recent grant to WSBT, South Bend, granted fulltime. Formerly, the two stations shared time on 1360 kc. with 500 watts each. The South Bend outlet was granted fulltime on 930 kc. in a recent ruling.

Simultaneously, the FCC granted WJOB, Hammond, Ind., fulltime on 1200 kc. with 100 watts, taking over the facilities formerly used by WFAM, South Bend, which had been operated jointly with WSBT. WGES will use a directional antenna day and night on 1360 kc.

Spurned by Draft

NEATEST surprise of the month came Feb. 20 to Richard O'Hare, attorney in the FCC legal division. After cleaning up his FCC desk and setting his personal affairs in order, preparatory to starting his year's military training under selective service, Attorney O'Hare went up to Boston to be inducted. Everything went fine as Army examiners started putting him through his second physical examination — until they caught his height. Army regulations prescribe a maximum height of 78 inches, O'Hare measures 6 feet 6½ inches in stocking feet, so now he's back at work in the FCC law department.

THEY WERE IN THE ARMY THEN

One of a Series

WASHINGTON COUNSEL for many broadcasting stations are these veterans of the World War, one of them (center) having served as a poilu. See page 28 for photographs of what they look like today.

Battle of Agencies Over Jack Benny

Y & R, Esty, Wheelock Seek Services of No. 1 Comic

A BATTLE of three big agencies is centering around the contract of Jack Benny, leading radio comedian, who has starred more than nine years on the NBC *Jack Benny Show* sponsored on NBC by General Foods for J-ellO. General Foods will discontinue the present series June 1.

With a reputed weekly salary of $17,500 for the Jell-O package show, his current contract is up for renewal in late March. Displeased with the present setup, Benny is said to be willing to make a change in sponsor. Dick Marvin, New York radio director of Wm. Esty & Co., in Hollywood during early March for conferences with Louella Parsons on the proposed Lever Bros. (Lifebuoy) program on CBS, is reported to have made overtures to Benny through his agents, A. & S. Lyons Inc.

Ward Wheelock, head of the Philadelphia agency bearing his name, also is said to have offered Benny a contract for an unnamed sponsor. Although Wheelock places Campbell Soup Co. radio business, it is generally believed he represented another client in the Benny contract offer. A cigarette sponsor is alleged to have offered $25,000 weekly for the Benny troupe. It is not known whether Wm. Esty & Co., servicing the R. J. Reynolds Tobacco Co. (Camel cigarettes), account, had any connection with the reputed offer.

Will Match Others

Tom Harrington, radio vice-president of Young & Rubicam, New York agency servicing the Jell-O account, flew to Hollywood March 3 and after a brief stop-over, drove to Palm Springs, Cal., for conferences with Benny.

His appearance on the West Coast indicated that Young & Rubicam will make a determined fight to keep Benny on the Jell-O show. It is understood he was authorized to match any offer or concession made by other agencies. Joe Stauffer, Hollywood radio manager of Young & Rubicam, stated he was hopeful the long association with Benny would continue. He declared reports of strained relations between Benny and the agency were unfounded.

Benny, at Palm Springs, is reported to have stated his reason for wanting a change was dissatisfaction with the current arrangement on the Jell-O show. He denied that it was a desire for more money. Benny declared he had no quarrel with his sponsor or agency servicing the account, and had enjoyed the seven-year association. It is understood he wanted to move the program around, broadcasting from various communities, but the sponsor would not agree. It is further reported that he wanted to eliminate the West Coast repeat broadcast, doing it via transcriptions.

"RADIO DAILY" POLL—Favorite Program—7 out of 10 on the Red; Favorite Entertainers—8 out of 10 on the Red; Favorite Swing Bands—8 out of 10 on the Red; Favorite Comedians—9 out of 10 on the Red.

"MOTION PICTURE DAILY" POLL—"Champion of Champions"—4 out of 6 on the Red; Comedians, etc. —16 out of 22 on the Red; Vocalists—11 out of 21 on the Red; 15 out of 25 division 1st places on the Red.

"CLEVELAND PLAIN DEALER" POLL—9 out of 11 "All-American Radio Personalities" on the Red; 7 out of 11 Favorite Programs on the Red; 9 out of 10 Favorite Comedians on the Red; 9 out of 12 Favorite Singers on the Red.

"NEW YORK WORLD-TELEGRAM" POLL—5 out of 6 Favorite Programs on the Red; 7 out of 8 Favorite Comedians on the Red; 5 out of 9 Favorite Quiz Shows on the Red; 5 out of 8 Favorite Studio Announcers on the Red.

THE RED NETWORK salutes its advertisers for again winning the accolades in the annual popularity polls. In placing the finest entertainment on the network with the finest facilities, they have made it possible for the Red to lead the field for the thirteenth consecutive year.

These are the basic reasons for the Red Network's preferred position on the nation's radio dials—a preference so marked that the listeners themselves, in NBC's All-County Census, voted the Red their favorite network by a wide margin. In the daytime, the survey shows, 36.9% more radio families listen most to the NBC Red Network than to any other network, and at night, 41.7% more listen most to the Red.

Day or night, sales *blossom* faster on America's most popular network—NBC Red!

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

NBC Red NETWORK
THE NETWORK *MOST* PEOPLE LISTEN TO *MOST*

Mexican Treaty Assignments Adopted

Preliminary Details of Reallocation Are Cleared

ALL PRE-REALLOCATION fundamentals preparatory to the March 29 shifts under the Havana Treaty were cleared last week with the publication of the new 171-station Mexican standard broadcast structure agreed to during final engineering sessions held last January.

Eliminating both the Brinkley and Baker border stations, but providing for certain other border assignments, the Mexican log coincides generally with the agreements reached during the engineering conferences in Washington, Jan. 14-30. All told, approximately 1,300 stations in the United States, Canada, Mexico and Cuba will shift to new frequencies as of March 29.

Interference Problem

Because a substantial number of the proposed assignments, particularly in Mexico and Cuba, call for directional antennas, it is expected that many of the stations will operate with reduced power until the necessary equipment is installed.

Generally, the effect should be a substantial reduction in interference which now exists by virtue of duplicated operation on channels used in this country by Mexico and Cuba. Heretofore, only Canada has been a party to technical agreements for use of the broadcast band which has a continent-wide interference range. The reallocations cover the range 550-1600 kc.

At the FCC, it was stated that all protests filed against the final allocations, as approved in January, have been cleared without the need of hearings. A total of 18 licensees filed statements, of whom six sought hearings. Only one definite allocation shift was necessitated—for WBOC, Salisbury, Md., a local. KOB, Albuquerque, protested its assignment to 1030 kc., on which WBZ, Boston, is the dominant station. The shift, with 50,000 watts for WBZ and 10,000 for the Albuquerque outlet, however, will be made as projected, pending further studies in connection with a possible frequency change.

Little difficulty is being experienced, according to advices to the FCC, in procuring crystals ground to new frequency assignments. A number of stations, however, will be required to operate with lower power temporarily, pending installation of new directional equipment and the required skeleton proof of performance.

Considerable flexibility is indicated in the Mexican allocations, with provision made for movement of certain of the Class I-A, I-B and II stations, provided they are not assigned in closer proximity to the United States border than indicated in the original allocations. The former Baker and Brinkley stations definitely are not accounted for in the assignments as approved, it was pointed out.

Mexican Shifts

XEAW, operated by Carr Collins, Crazy Water Crystals Co. executive, at Reynosa, has been shifted to 1570 kc., in Nuevo Leon Province. It probably will be located at Monterey with I-A status and peak power of 100,000 watts. The 800 kc. I-A channel has been earmarked for Nogales, Sonora, with 150,000 watts, and may be operated by former Mexican President Abelardo Rodriguez, originally understood to have been backed by American interests. In this connection, however, a 50,000-watt assignment for a Class I-B station has been provided at Rosarito, in Lower California, for XERB, present Rodriguez station.

That Mexico plans to use superpower, as against the 50,000-watt limit now invoked in this country, is reflected in the projected Mexican allocations. On 730 kc., a Mexican I-A frequency, XEDP, Mexico City, is earmarked for 150,000 watts. XEG, in Monterey, is slated for 150,000 watts on 1050 kc., to be operated by Rodolfo Junco de la Vega, Mexican newspaper publisher and owner of the present outlet.

Others of 50 kw. or More

Other stations assigned 50,000 watts or more are XEW, Mexico City, 100,000 watts on 900 kc., operated by Emil Azcarraga, president of the Mexican Broadcasters Assn.; XEQ, Mexico City, 50,000 watts on 940 kc.; XEST, Mexico City, 50,000 watts on 1060 kc.; XENT, Nuevo Leon, 50,000 watts on 1140 kc.; a new station in Sonora, 50,000 watts on 1190 kc.; XEFW, Tampico, 50,000 watts on 810 kc.; and the Government station, XEB, Mexico City, 100,000 watts on 1220 kc.

Because of the degree of flexibility allowed Mexico, it is possible that a number of shifts will be made by the Mexican authorities, within the engineering standards and technical framework established by the Treaty. A number of border stations, it is presumed, will be continued, but under Mexican auspices and with the objective of serving Mexican rather than American listeners. The present high-power transmitters of XERA, Brinkley station at Villa Acuna, and XENT, former Baker station at Nuevo Laredo, probably will be sold to new licensees.

Soldier Sponsored

PRIVATE in the Army is Homer Knowles, well-known Atlanta theatre organist, but he finds time in off-hours to appear on WCOS, Columbia, S. C. Every Sunday afternoon he performs on organ, piano and solovox, sponsored by a local drug store. For five years he had played the world's biggest theatre organ in the Fox Theatre, Atlanta. A few weeks ago he was drafted and sent to Fort Jackson, at Columbia.

IMPRESARIOS PREVAIL in these musical shots ranging from Boston to Palm Beach. At left F. M. Sloan, chief engineer of Westinghouse station W1XK, Boston, and W. C. Swartley, general manager of WBZ-WBZA, greet Dr. Serge Koussevitsky, Boston Symphony conductor. The orchestra presented its first FM broadcast Feb. 26 [BROADCASTING, March 3] with Dr. Koussevitsky conducting. He pronounced results "astonishing". Ignace Jan Paderewski, in right photo, receives recordings of CBS broadcast honoring the golden anniversary of his first American concert. The recordings were presented to Paderewski by Steve Willis, general manager of WJNO, West Palm Beach, during a visit there last month by the Polish pianist.

Kelly, Biddle Hold Interest in WIBG

Kelly's Purchase Into WHOM Shows Politicians' Share

PURCHASE by John B. Kelly, Democratic city leader of Philadelphia, of one-third interest in WHOM, Jersey City, has brought to light the fact that Mr. Kelly and Anthony J. Drexel Biddle Jr., former U. S. Ambassador to Poland, have together acquired 49% interest in WIBG, Glenside, Pa. Both stations are controlled by the Paul F. Harron-Joseph Lang interests.

Mr. Kelly has paid $50,000 for his 33⅓% interest in WHOM, which now operates with 500 watts night and 1,000 day on 1450 kc. and is scheduled to become a Class II outlet on 1560 kc. under the March 29 reallocation, opening the way for 5,000 watts. Mr. Harron and Mr. Lang, formerly 50% owners each, relinquish enough of their stock for the new splitup.

May Move Studios

WIBG has its studios and transmitter in Glenside, a suburb of Philadelphia, and operates with 1,000 watts daytime on 970 kc. It is scheduled to move to 990 kc. on March 29 and to operate fulltime. It is understood plans are under way to move its studios into Philadelphia proper, possibly in the Philadelphian Hotel, former home of WCAU, and an effort will be made to secure higher power in order to give it wider city coverage.

Mr. Biddle is not involved in the WHOM deal, which is said to be Mr. Kelly's own investment. Mr. Kelly and Mr. Biddle paid $75,000 for their 49% interest in WIBG, each securing 49 shares out of 200 issued. Mr. Harron and Mr. Lang reportedly hold the other 51% between them, though the exact stock holdings are not disclosed.

It was reported but unconfirmed that the Kelly-Biddle interests are also seeking to acquire radio holdings in Pittsburgh and Reading. Rumor has linked this with the forthcoming gubernatorial campaign, for which Mr. Kelly is reported to be grooming Mr. Biddle, while Senator Joseph F. Guffey is said to be championing Luther H. Harr, Philadelphia city treasurer, making for a possible split in the city Democratic organization.

C. of C. Campaign

MARVELOUS MARIN Inc., San Rafael, Cal. (county-wide Chamber of Commerce), on March 15 starts a 52-week campaign on most stations in the San Francisco Bay area, periodically during the year. Stations already signed are KPO KGO KFRC KYA KJBS, all in San Francisco. One-minute dramatic transcriptions will be used. Newspapers and direct mail also are scheduled. William D. Fusselman, secretary-manager of Marvelous Marin Inc., authorized the campaign and the agency is Theodore H. Segall Adv. Agency, San Francisco.

Log of Mexican Broadcast Stations Under Havana Treaty

Frequency List Showing New Assignments Effective March 29, 1941

DA—Directional Antenna

Call Letters	City	Power in Watts	Class
550 KC.			
XERZ	Leon, Gto.	250	IV
560 KC.			
XEOF	Mexico, D. F.	1,000	III-B
580 KC.			
XEMU	Piedras Negras, Coah.	250	IV
590 KC.			
XEPH	Mexico, D. F.	5,000	III-A
600 KC.			
XEZ	Merdia, Yuc.	2,000	III-A
XEOH	Torreon, Coah.	1,000	III-B
XESF	Morelia, Mich.	250	IV
610 KC.			
XEBX	Sabinas, Coah.	500	III-B
XERJ	Mazatlan, Sin.	600	III-B
620 KC.			
XENK	Mexico, D. F.	5,000	III-A
630 KC.			
XEFB	Monterrey, N. L.	500	III-B
660 KC.			
XEBZ	Mexico, D. F.	500	II DA

Class II assignment with 500 watts in Mexico, D. F., on the clear channel 660 kc., occupied by WEAF, a Class I-A station in the United States, acceptable subject to directional antenna to protect the border of the United States in accordance with the engineering standards of the Treaty. It is recognized, under Part II, Section F, of the North American Regional Broadcasting Agreement, that "the engineering standards set forth in this Agreement are subject to revision when justified by technical advances in the art" and that advances in the art of designing directional antennas permit reduction of the safety distance of 650 miles provided by Part II, C, Article 4(b) of the Agreement to 400 miles when the propagation will take place over mountainous regions near the station and will not take place over seawater or along ideal paths between the Class II station and border of the country to which the Class I-A station on the channel is assigned, and when the most modern engineering development of antenna design and antenna control are utilized to avoid and prevent interference. Accordingly, the United States, in spite of its priority and other rights of use for a Class I-A station on this frequency, agrees to this revision of the safety distance of 650 miles provided by Part II, C, Article 4(b) solely for stations installed in Mexico City and its contiguous area, it being understood that the permissible interfering signal from such Mexican stations shall not at any time exceed the values specified in Table I of Appendix II of the Agreement and that the United States may at any future time exercise its other rights under the Agreement with respect to the use of this frequency, without regard to any priorities resulting from the establishment of such Mexican stations.

680 KC.			
XED	Guadalajara, Jal.	1,000	II DA
690 KC.			
XEN	Mexico, D. F.	5,000	II
XEAC	Tijuana, B. C.	5,000	II

This assignment is accepted by Canada subject to a directional antenna if objectionable interference exists east of North Dakota on the Canadian border at night.

730 KC.			
XEDP	Mexico, D. F.	150,000	I-A
790 KC.			
XERC	Mexico, D. F.	1,000	III-A
XELJ	N. Laredo, Tams.	500	III-B
800 KC.			
------	Nogales, Son.	150,000	I-A
810 KC.			
XEFW	Tampico, Tams.	50,000	II DA
830 KC.			
XELA	Mexico, D. F.	1,000	II

Class II assignment with 1 kilowatt in Mexico, D. F., on the clear channel 830 kilocycles, occupied by WCCO, a Class I-A station in the United States, acceptable subject to directional antenna to protect the border of the United States in accordance with the engineering standards of the Treaty. See note reference XEBZ, 660 kilocycles.

860 KC.			
XEMO	Tijuana, B. C.	5,000	II

This assignment is accepted by Canada subject to a directional antenna if objectionable interference exists east of North Dakota on the Canadian border at night.

XEXX	Mexico, D. F.	5,000	II
900 KC.			
XEW	Mexico, D. F.	100,000	I-A
910 KC.			
XEAO	Mexicali, B. C.	250	IV
920 KC.			
XEBH	Nueva Rosita, Coah.	200	IV
XEMJ	Hermosillo, Son.	1,000	III-B
940 KC.			
XEQ	Mexico, D. F.	50,000	I-B
950 KC.			
XEGM	Tijuana, B. C.	1,000	III-A 2,500 DA
960 KC.			
XEFE	Nuevo Laredo, Tam.	1,000	III-A
XEOT	Hermosillo, Son.	500	III-B
XEU	Veracruz, Ver.	500	III-B
XEHK	Guadalajara, Jal.	250	IV
970 KC.			
XEO	Matamoros, Tam.	750	III-B
XEK	Mexico, D. F.	500	III-B
XEJ	Cuidad Juarez, Chih.	5,000	III-A
980 KC.			
XEFQ	Cananea, Son.	500	III-B
XEXT	Tepic, Nay.	1,000	III-A
990 KC.			
XET	Monterrey, N. L.	5,000	II
XECL	Mexicali, B. C.	5,000	II

These assignments are accepted by Canada subject to a directional antenna if objectionable interference exists west of Minnesota on the Canadian border at night.

1000 KC.			
XEPX	Mexico, D. F.	10,000	I-B
1010 KC.			
XEQN	Nogales, Son.	500	II
XEBG	Tijuana, B. C.	500	II
1050 KC.			
XEG	Monterrey, N. L.	150,000	I-A
1060 KC.			
XEST	Mexico, D. F.	50,000	I-B DA
1090 KC.			
XERB	Rosarito, B. C.	53,000	I-B DA
XEHR	Puebla, Pue.	250	II
1110 KC.			
XEFO	Mexico, D. F.	20,000	II
1140 KC.			
XENT	Nuevo Leon	50,000	I-B DA
XEON	Tijuana, B. C.	2,000	II
1150 KC.			
XEJP	Mexico, D. F.	600	III-B
XEJS	Cananea, Son.	500	III-B
1170 KC.			
XECD	Puebla, Pue.	350	II
1190 KC.			
------	Sonora, Son.	50,000	I-B DA

The United States being the only country involved accepts the removal of the location of this Class I-B assignment from Sinaloa to Sonora on condition that the directional antenna protect the service of Station KEX, Portland, Oregon, as a Class I-B station in accordance with the list of assignments of broadcast stations in the United States.

1220 KC.			
XEB	Mexico, D. F.	100,000	I-A
1250 KC.			
XEAT	Parral, Chih.	600	III-B
XEH	Monterrey, N. L.	250	IV
XETF	Veracruz, Ver.	500	III-B
XEDK	Guadalajara, Jal.	500	III-B
1260 KC.			
XEL	Mexico, D. F.	750	III-B
XEBL	Mazatlan, Sin.	500	III-B
XEBM	San Luis Potosi, S. L. P.	150	IV
XEDW	Minatitlan, Ver.	250	IV
XEBU	Chihuahua, Chih.	100	IV
XEBP	Torreon, Coah.	250	IV
XEDF	Laredo, Tams.	250	IV
1270 KC.			
XEDL	Navojoa, Son.	500	III-B
XEXH	Oaxaca, Oax.	500	III-B
XEFM	Leon, Gto.	100	IV
XEBC	Morelia, Mich.	100	IV
XEDN	C. Camargo, Chih.	250	IV
XEBA	C. Guzman, Jal.	250	IV
XEFV	C. Juarez, Chih.	100	IV
XEME	Merida, Yuc.	500	III-B
1280 KC.			
XEX	Monterrey, N. L.	500	III-B
XEE	Durango, Dgo.	100	IV
XEOX	Los Mochis, Sin.	250	IV
XELK	Zacatecas, Zac.	100	IV
XEXJ	Tuxtle Gutierrez, Chis.	100	IV
XEBW	Chihuahua, Chih.	600	III-B
XERL	Colima, Col.	250	IV
XEAG	Cordoba, Ver.	250	IV
1290 KC.			
XEDA	Mexico, D. F.	1,000	III-A
XEAP	C. Obregon, Son.	100	IV
1300 KC.			
XEP	C. Juarez, Chih.	500	III-B
XES	Tampico, Tams.	5,000	III-A
XEGF	Culiacan, Sin.	100	IV
1310 KC.			
XEC	Tijuana, B. C.	100	IV
XEMG	Monterrey, N. L.	250	IV
XEHB	Veracruz, Ver.	1,000	III-A
XEAD	Guadalajara, Jal.	500	III-B
1320 KC.			
XEAI	Mexico, D. F.	500	III-B
XESY	Nogales, Son.	200	IV
1330 KC.			
XEKS	Saltillo, Coah.	100	IV
XEEO	Irapunto, Gto.	600	III-B
1340 KC.			
XELW	Guadalajara, Jal.	250	IV
XEDH	Villa Acuna, Coah.	200	IV
XEBK	N. Laredo, Tams.	100	IV
XEFZ	Coatzacoalcos, Ver.	250	IV
XECA	Tampico, Tams.	250	IV
XECW	Cordoba, Ver.	250	IV
XECF	Los Mochis, Sin.	150	IV
XEJK	Chihuahua, Chih.	100	IV
XEFC	Merida, Yuc.	250	IV
XEXS	Toluca, Mex.	100	IV
XEMA	Fresnillo, Zac.	100	IV
XEAA	Mexicali, B. C.	250	IV
1350 KC.			
XEQK	Mexico, D. F.	1,000	III-A
XETM	Naco, Son.	1,000	III-B
XETB	Torreon, Coah.	500	III-B
1360 KC.			
XEWG	C. Juarez, Chih.	1,000	III-B
XEBI	Aguascalientes, Ags.	250	IV
XESA	Culiacan, Sin.	500	III-B
1370 KC.			
XEMR	Monterrey, N. L.	500	III-B
XEAF	Nogales, Son.	1,000	III-A
XEHL	Guadalajara, Jal.	500	III-B
XEA	Campeche, Cam.	250	IV
1380 KC.			
XEMX	Mexico, D. F.	500	III-B
XELF	N. Laredo, Tams.	250	IV
1390 KC.			
XEM	Chihuahua, Chih.	500	III-B
XEAZ	Reynosa, Tams.	250	IV
1400 KC.			
XEAM	Matamoros, Tams.	250	IV
XEDE	Torreon, Coah.	100	IV
XEF	C. Juarez, Chih.	100	IV
XEAJ	Navojoa, Son.	100	IV
XEMH	Merida, Yuc.	100	IV
XEXM	Guadalajara, Jal.	250	IV
XEWE	Silao, Gto.	100	IV
XEXQ	San Luis Potosi, S. L. P.	100	IV
XEI	Morelia, Mich.	250	IV
XEKJ	Acapulco, Gro.	250	IV
XEPF	Ensenada, B. C.	100	IV
XEJA	Jalapa, Ver.	100	IV
1410 KC.			
XEBS	Mexico, D. F.	750	III-B
XELC	Laredo, Tams.	250	IV
XERY	Agua Prieta, Son.	500	III-B
1420 KC.			
XEDS	Mazatlan, Sin.	500	III-B
XESJ	Saltillo, Coah.	1,000	III-A
1430 KC.			
XEAQ	Villa Acuna, Coah.	100	IV
XECZ	San Luis Potosi, S. L. P.	1,000	III-A
XEOK	Progreso, Yuc.	100	IV
1440 KC.			
XELZ	Mexico, D. F.	1,000	III-A
XEFI	Chihuahua, Chih.	1,000	III-B
XERT	Tijuana, B. C.	500	III-B
1450 KC.			
XEY	S. L. Rio Colorado, Son.	250	IV
XEGC	Zamora, Mich.	100	IV
XEXP	Matamoros, Tam.	100	IV
XEBQ	Torreon, Coah.	100	IV
XEDJ	Magdalena, Son.	100	IV
XEFK	Merida, Yuc.	100	IV
XERK	Tepic, Nay.	100	IV
XEXE	Texcoco, Mex.	100	IV
XEBJ	C. Victoria, Tams.	100	IV
XEPP	Orizaba, Ver.	100	IV
XEJX	Aguascalientes, Ags.	250	IV
1460 KC.			
XELH	N. Laredo, Tams.	100	IV
XETU	Tampico, Tams.	1,000	III-A
1470 KC.			
XEAU	Tijuana, B. C.	5,000	III-A
XESM	Mexico, D. F.	1,000	III-A
1490 KC.			
XEJR	H. del Parral, Chih.	100	IV
XETR	C. Madero, Tams.	100	IV
XEDR	Guaymas, Son.	100	IV
XEXU	Saltillo, Coah.	100	IV
XECH	Toluca, Mex.	250	IV
XEXF	Veracruz, Ver.	100	IV
XEGT	Guadalajara, Jal.	100	IV
1500 KC.			
XERH	Mexico, D. F.	500	III-B
1530 KC.			
------	Mexico, D. F.	20,000	I-B
1570 KC.			
XEAW	Nuevo Leon	100,000	I-A
1590 KC.			
XEMC	Mexico, D. F.	5,000	III-A
1600 KC.			
XEAB	Villa Acuna, Coah.	5,000	III-A

Sanfeliz Receives Grant For Outlet in San Juan

PROPOSING to grant the application of Enrique Abarca Sanfeliz, Puerto Rican sugar refining equipment manufacturer, for a new regional outlet in San Juan, P. R., the FCC March 5 simultaneously proposed to dismiss the rival application of United Theaters Inc. for like facilities in San Juan. The FCC report not only contended that Senor Sanfeliz was better qualified financially but also was in a position to render superior technical service.

Senor Sanfeliz' station would operate with 5,000 watts day and 1,000 night on 580 kc., and the proposed grant is tantamount to a final decision unless objections are raised that force the case to hearing. The United Theater application was for 1,000 watts fulltime on 580 kc. United Theater controls a large chain of motion picture theaters throughout Puerto Rico.

BENJAMIN MOORE: HARBINGER OF SPRING

JUST as the first robin is a sign of Spring so is the start of the Benjamin Moore & Co. series of radio programs on interior and exterior decorating, now starting its 13th year on the air and its 11th on NBC-Red.

Founded 58 years ago in Brooklyn by Benjamin Moore, the company now boasts seven factories in cities as far west as Denver, and is still run by a member of the Moore family, L. P. Moore, the founder's nephew.

Promotion of the company's paint products was more or less restricted to painters and dealers, both wholesale and retail, until 1928 when radio was first considered as a means of reaching the consumer directly. In May, 1929, the company began participating sponsorship of Ida Bailey Allen's home-making program on 35 CBS stations, taking a half-hour once weekly that year, and a quarter-hour once weekly in 1930.

The following year saw the creation of the company's living radio trade mark "Betty Moore", interior decorator selected to conduct the programs when they were shifted to NBC-Red, where they have remained ever since. The present Betty Moore (there have been three in the past 11 years) writes the scripts for the programs, conducts the company's home decorating service and is director of the Benjamin Moore Triangle Club, members of which are entitled to a free decorating booklet each spring and fall. She also supervises answers to letters written by listeners to the *Betty Moore* programs.

Mail Response

And in the mail response to the programs the company can prove the success of the radio series. Back in 1929, the first week's mail brought in 67 letters from persons asking to join the Club or for a color scheme booklet, while for the week of the first broadcast in 1940 the mail totaled 3,298. According to the company, mail response to the programs has doubled each year, except in 1938 when business everywhere was at a more or less low ebb.

"I consider myself a very lucky person for having listened to your interesting programs and having found Benjamin Moore's Paints—" writes one listener. And another—"I have listened to your programs for a long time and received many suggestions for my own home. Now our Aid has decided to redecorate our church and since I am on the committee to plan what shall be done, my first thought was to ask Betty Moore."

A family says "We have used Moore's Products for 20 years and always have been pleased. We have listened to all of your broadcasts and think they are splendid—" and an individual listener claims "every time I write you regarding a color scheme, I am so well pleased that I have to write again."

This year, to promote the start of the new series of *Betty Moore* programs, the company sent to its factories small white bird cages with clothespin birds painted red sitting inside amid green leaves. Such cages, currently used by florists for flowers, were mentioned by Betty Moore in her first script on "The Singing Kitchen" as a bright bit of color in her suggested cool and white room.

The Spring Season

Subsequent programs on home decorating will run until mid-May during the spring-cleaning and house-painting season on 37 NBC-Red stations, at 10:30 a.m. On seven stations scattered in the South and West, local "Betty Moores" handle programs for the company, scheduled as quarter-hours in the period from 9-11 a.m.

A separate type campaign is running in 1941 on four stations—WMBD, Peoria; WBCM, Bay City; WSUN, St. Petersburg, WIOD, Miami—in the form of two five-minute programs weekly. The Thursday period is handled locally by the stations, and the Saturday program is a resume of the NBC-Red broadcast earlier that morning.

In Canada, too, Benjamin Moore & Co. is using radio as a prime medium for promotion of its paints.

They get the WRC habit early in Washington. More than 1,000,000 people in the Nation's Capital trading area have 2,000,000 "Pocket Book Power" and they listen to the station that most people listen to most—WRC.—National Broadcasting Company, Washington, D. C.—or any NBC Spot Sales Office in New York, Chicago, San Francisco, Boston, Cleveland, Denver and Hollywood.

and color schemes. With headquarters in Toronto, the Canadian branch has its own "Betty Moore" who acts in a similar capacity as the one in New York headquarters. A substantial list of Canadian stations carries the quarter-hour programs via transcription as well as live broadcasts.

Sales figures seem to show that radio is keeping the company in the public's eye during the period when all types of decorating businesses flourish, namely, the early spring. And as Betty Moore puts it herself, "Through radio and our decorating service we have told the story of color styling to hundreds and thousands of property owners. By recommending that our listeners and Triangle Club members employ a contractor, we also help to create more interior and exterior work for painters and decorators".

Swim Suit Spots

GANTNER & MATTERN Co., San Francisco (swimming suits), in an intensive two-month national campaign starting in May will use radio along with other media, utilizing participation programs in eight major markets. Placing through Brisacher, Davis & Staff, San Francisco, the campaign will be on a much larger scale than last year, according to announcement. Promoting Gantner Wikies and Floating Bra Swim - and - Shore suits, participation programs are to include the daily quarter-hour *What's New in the Stores Today?* on KSFO, San Francisco, and KNX, Hollywood, in which the company will be co-sponsor with Cluett, Peabody & Co. for the latter's Sanforized Shrunk merchandise line. Stations in St. Louis, Philadelphia, Pittsburg, Washington, Detroit and Cleveland will also be used. Agency account executive is A. M. Donnan.

Baseball From Cuba

FIRST inter-league baseball broadcast of the 1941 season was broadcast March 8 on MBS when the Brooklyn Dodgers of the National League played the Cleveland Indians of the American League in a spring training exhibition game from Havana, Cuba. H. K. Carpenter, vice-president in charge of operations of WHK-WCLE, Cleveland, and member of the MBS board of directors, arranged the program in cooperation with the Rotary Club of Havana and Rotary International. Jack Graney and Pinky Hunter, sports announcers of WHK-WCLE, handled the play-by-play account from Tropical Gardens Stadium.

Swift Lard Spots

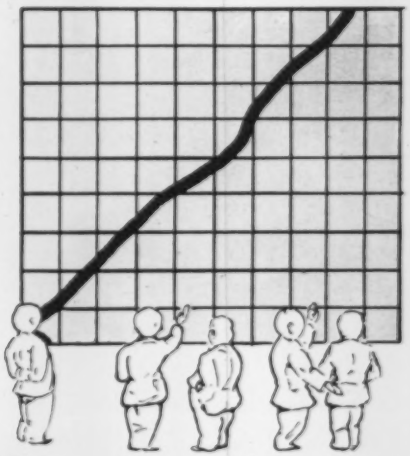
SWIFT & Co., Chicago (Silverleaf lard) on March 10 started a 12-week campaign of six weekly quarter-hour recorded *Musical Clock* programs on WCAE, Pittsburgh; a 10-week schedule of five weekly quarter-hour *Man on the Street* broadcasts, featuring Norman Ross, on WCFL, Chicago, and a 10-week schedule of 10 weekly live announcements on KDKA, Pittsburgh; WWVA, Wheeling, WJAC, Johnstown, Pa.; WMBS, Uniontown, Pa.; WENR, Chicago. Agency is J. Walter Thompson Co., Chicago.

SALES CONFERENCE to discuss various problems and setting of policies for the McClung-owned stations was held recently at Merced, Cal., by the managers of the four stations. Group named Will S. Grant, manager of KMYC, Marysville, to function as San Francisco representative to handle regional and national placements for the stations. Here are (l to r): M. F. Woodling, KHSL, Chico; Hugh McClung, owner of the group; Mr. Grant (standing); Frank Coffin, KVCV, Redding; David S. Ballou, KYOS, Merced. Similar meetings will be held in the future, rotating in Chico, Redding and Merced.

Hurff Soup Discs

EDGAR F. HURFF Co., Swedesboro, N. J., has started a sustaining campaign for its line of Hurff's canned soups. A transcribed announcement series, with recordings cut by the Robinson Recording Laboratories, Philadelphia, covers WIBG, Glenside, Pa., and WFIL and WPEN, Philadelphia. The announcements were produced and directed by Jack Diamond, radio director of the agency. A total of 117 announcements will be heard during the opening campaign, using three a week for 13 weeks on each station. The campaign, started March 3, will be renewed for the balance of the year and may be expanded to cover the Middle Atlantic territory. Agency is John Falker Arndt & Co., Philadelphia.

UP UP



-and still climbing!

That's Boomtown Alexandria, La., right under our transmitter. Business is bound to boom when $51,000,000 is spent on construction employing 17,000 workers . . . when 74,900 soldiers move in!

★ BUILDING PERMITS, 500% UP

★ PRIVATE EMPLOYMENT, 863.6% JUMP

★ POPULATION, 200% INCREASE

And Uncle Sam says each soldier counts for one new civilian to be employed. So add 74,900 CIVILIANS ot the KWKH family, which has jumped over the 3,000,000 mark within the 150-mile radius of our primary area.

Just think! 74,900 new buyers, in addition to the good soldiers, with new money, new habits. EXTRA to you, EXTRA to KWKH, the 50,000-watt CBS guide for Boomtown Alexandria.

50,000 WATTS-CBS

MEMBER SOUTH-CENTRAL QUALITY NETWORK

KWKH-KTBS, Shreveport; WJDX, Jackson, Miss; WMC, Memphis; KARK, Little Rock, Ark., and WSMB, New Orleans,

KWKH

A Shreveport Times Station—Represented by the Branham Company

Exhibits Contest Planned by NAB

Arrangements Are Made for Annual Station Awards

MEETING Feb. 25 in the New Jefferson Hotel in St. Louis, site of the 1941 NAB Convention, the Promotion Exhibit Committee of the group drafted plans for the annual station exhibit contest awards. The conference was held at the invitation of C. E. Arney Jr., secretary-treasurer of the NAB, who presided.

Principal announcement of the committee was the plan to divide the station exhibits this year into seven different classifications to be judged by a board of non-NAB members. The seven parts into which the exhibits will be divided are: Publication advertising; direct mail; news, special events and public service programs; promotions backed by stations such as auto shows, food shows, cooking schools, etc.; program presentation; house organs; special activities such as movie films, posters, advertising novelties, etc. Entry panels will be standardized in size to 28 x 44 inches. Innovation this year will be a general exhibit of radio station premiums, including those used by local stations and networks. Stations will be advised later how to submit material for this premium exhibit.

Room for Movies

Mr. Arney also announced that a special room would be set apart at the May sessions for the showing of any motion pictures brought to the convention by the stations. A small service charge will be made to the stations wishing to show such films to convention delegates.

Those attending the meeting in addition to Mr. Arney were Howard O. Peterson, WOW, Omaha, vice-chairman; M. F. Allison, WLW, Cincinnati; Soulard Johnson, KMOX, St. Louis; Bob Sampson, KWK, St. Louis; and Merle Jones, manager of KMOX and convention city chairman.

Script Syndicate

FIVE-MINUTE FEATURES, new radio script syndicate, has been organized with headquarters in the Miners Bank Bldg., Joplin, Mo. The firm is headed by H. D. Robards, former free-lance writer, and includes on its staff several experienced radio writers. Plans include development of regularly released script series at moderate price, to be sampled to only one station in a city, according to an announcement.

Prizes for Rivals

7-UP BOTTLING CO., Ventura, Cal. (beverage), is sponsoring a weekly half-hour quiz program titled *Quiz of Both Cities*, on KTMS, Santa Barbara, Cal. Program originates from the station's studios in Ventura and Santa Barbara, with quiz participants and studio audiences in both communities. Cash prizes totaling $25 are awarded weekly. In addition, cases of 7-Up are given to those sending in questions that are used on the broadcasts.

Gough and Squire Name SESAC Representatives

SESAC Inc., New York, has announced appointment of Emile J. Gough, former secretary of Independent Radio Network Affiliates, and Burt Squire, formerly in the radio department of J. W. Pepper Co., New York, as field representatives. Mr. Gough will cover the

Mr. Gough

Mr. Squire

West Coast and Mr. Squire will be in charge of the Midwest. Other two representatives for the music publishers are Gus Hagenah for the Northwest and C. J. Culmer in the East.

Mr. Gough previously was with Hearst Radio as executive vice-president for 27 years and also was editor and publisher of the *San Francisco Call Bulletin*. Mr. Squire was formerly with Hearst Radio as general manager of WINS, New York Hearst-owned station. Prior to that he was sales manager of WHK, Cleveland, and WTAM, Cleveland.

BLUE LAW VICTIMS

Two Delaware Stations Caught In Sunday Drive

GORMAN WALSH, general manager of WDEL and WILM, Wilmington, Del., and Harvey Smith, announcer, were arrested Sunday, March 2, for violation of the State's 200-year-old Sunday Blue Laws.

The station was involved in a widespread campaign in which more than 500 persons were arrested for such worldly Sabbath activities as delivering milk, selling drugs and newspapers and, in one instance, shoveling snow. The wholesale arrests were ordered by Attorney General James R. Morford in retaliation for the State Legislature's failure to liberalize the antiquated Blue Laws.

A fine of $4 and costs were assessed against all offenders, including Walsh and Smith. The station was found in violation of the law not because it was operating on Sunday, but because it was engaging in business by broadcasting commercially-sponsored announcements and programs on the Sabbath. By the same interpretation, strict observance of the letter of the law would make the sponsors and even those listening to a commercial program liable to arrest. It has been hoped that the ridiculous situation would be elaborated by making wholesale arrests in connection with the broadcasting activities, which would have made it necessary for police to arrest several ministers who buy time on the stations for Sunday sermons and religious broadcasts.

ARABIA WOOTEN, daughter of Hoyt B. Wooten, owner of WREC Memphis, was chosen "most stylish senior" in the popularity elections at Southwestern U., from which she will be graduated in June.

Office of Education Has an Active Year; Reduced Budget Now Proving Handicap

ALTHOUGH its activities have been curtailed during the 1941 fiscal year because of lack of funds, the radio division of the Office of Education enjoyed its busiest 12 months in history during fiscal year 1940, according to the annual report of Dr. John W. Studebaker, U. S. Commissioner of Education.

During the record-breaking year the radio division's activities included service to stimulate local efforts for education by radio; cooperative efforts on a national basis and representation of education's interests in radio before the FCC, Dr. Studebaker explained.

Script Exchange

In stimulating development of educational radio in local areas, the Educational Radio Script Exchange founded in 1936 played an important part in meeting the need of schools, colleges and stations for acceptable educational scripts, Dr. Studebaker's report stated. Functions of the exchange were expanded to meet other related needs, such as advice on production, a glossary of radio terms, a handbook of sound effects, references to source books on radio, and transcriptions.

During its first year, 1936, less than 300 school and college groups were reported as producing programs on local stations, while during fiscal year 1940, more than 1,200 producing groups were reported to have used the Exchange services, an increase of more than 400%, it was pointed out.

The Script Exchange also has been active in the transcription field, promoting widespread use of transcriptions in schoolrooms to present important network and local educational features. Since 1936 the exchange has distributed 15,085 radio manuals, 13,705 radio glossaries, 6,825 handbooks on sound effects, 4,125 radio bibliographies, 1,925 college radio courses and 244,487 scripts, according to a compilation in the report.

Another activity of the Exchange, through its information and idea section, lay in compiling studies, pamphlets, bibliographies, articles, clippings which were made available on loan to inquirers. Under a grant of emergency funds, the Office of Education during the fiscal year allocated funds to school systems and college centers for demonstrations and studies to promote education by radio.

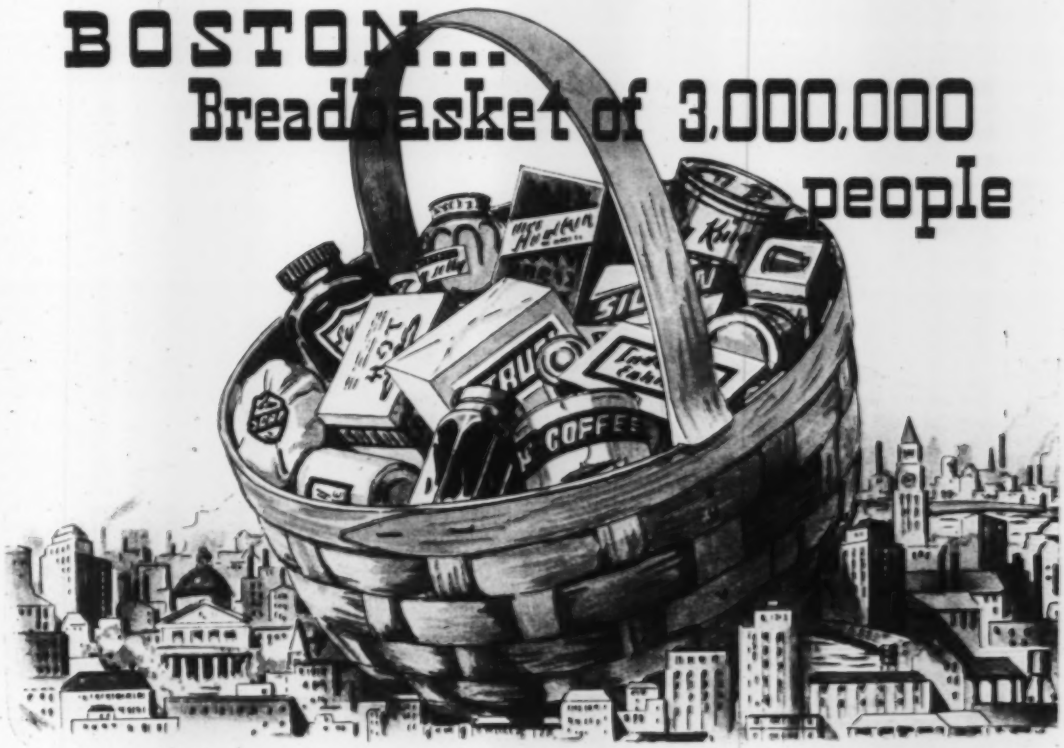
Cooperating with the national networks and branches of the Federal Government, the Office of Education during 1939-40 continued several big-time radio programs on a national scale—*The World is Yours*, on NBC-Red; *Democracy in Action*, on CBS; *Gallant American Women*, on NBC-Blue.

At present, operating on a restricted scale due to Congress' action in limiting the use of emergency funds for radio to $100,000, the Office of Education's radio division is continuing *The World is Yours* on NBC-Red. The script exchange also has been continued, through the Federal Radio Education Committee. Although the service is not as extensive as in 1939-40, transcriptions are being distributed to schools and stations, both for broadcast and schoolroom use. Lack of funds has cut down substantially the radio division's program of experimentation, demonstration and research, it was said.

Spots to Sell Easter Ties

E. & S. CURRIE Ltd., Toronto (cravats) starts about March 24 a pre-Easter series of transcribed announcements on more than 30 Canadian stations for Easter business. Similar campaigns are planned before Father's Day and other holidays throughtout 1941. Account is handled by Norris-Patterson, Toronto.

BOSTON...
Bread Basket of 3,000,000 people



WE'LL let Governor Saltonstall of Massachusetts Define the Market. In his words, "BOSTON IS THE BREAD BASKET OF 3,000,000 PEOPLE WITHIN 30 MILES OF THE STATE HOUSE."

That makes Boston one of the three largest "Bread Baskets" in the whole United States.

Making sure your product is "in the Basket" is not enough. You have to tell these 3,000,000 people, if you want them to buy a particular brand.

WBZ, the most persuasive selling voice in Boston, does it in a breeze with 50,000 watts! It's the one unfailing medium to step up your sales throughout this high-yield market . . . to put your product into the bread basket of 3,000,000 consumers.

Proof? That's easy, too . . . if you'll just inquire at any NBC spot sales office.

WBZ
BOSTON
50,000 WATTS

WESTINGHOUSE RADIO STATIONS
KDKA KYW WBZ WBZA WOWO WGL WBOS
REPRESENTED NATIONALLY BY NBC SPOT SALES

Census Shows Slower Growth Rate

Changing Trends Are Noted in Analysis For Nation

CHANGING trends in U. S. population, among them the slackened rate of national and urban growth, presents economic aspects important to all forms of communication, including radio and telephone, according to a study of U. S. Census Bureau figures covering the Sixteenth Decennial Census (1940), made by American Telephone & Telegraph Co.

The AT&T study, described in an article by Robert L. Tomblen in the February *Bell Telephone Magazine*, reveals that "some of the most revolutionary changes in American social history occurred during the 1930-1940 decade."

Slower Growth

The outstanding developments of the 10-year period were listed as: A greatly reduced population growth, with several States losing inhabitants; a sharp drop in the average size of the household, coupled with a more rapid increase rate in the number of families than in population; a drastic decline in city growth, largely resulting from a slowing down in rural-to-urban migration; the lowest rate of natural increase on record; a net outward migration from the United States, for the first decade in history [see map on opposite page].

Total U. S. population, according to final census returns, was 131,669,275 as of April 1, 1940—an increase of 8,894,229, or 7.2% since 1930. Between 1920 and 1930 the recorded growth was 17,064,456 or 16.1%. The 1930-40 numerical gain was shown to be the smallest for any ten years since the Civil War, and the per cent of increase is less than half the lowest previous decennial rate in national history.

Census Bureau figures indicated that urban and rural populations grew at substantially equal rates during the last 10 years, 7.9% for urban and 6.4% for rural, contrasting sharply with the 1920-30 decade, when urban population's rate of increase was six times the rural rate. Of the total 1940 population, about 56% was urban and 44% rural, approximately the same as 1930.

"One of the principal explanations of the growth in rural population between 1930 and 1940 lies in the relatively large increase in the number of persons living on farms during the decade," the article explained. "In this connection it might be noted that the U. S. Bureau of Agricultural Economics has estimated the farm population on Jan. 1, 1940, to be 32,245,000, the largest in 24 years and close to the 1916 all-time high record of 32,530,000.

"The increase of 2,100,000 in farm population during the 1930's followed a decrease of 1,500,000 during the 1920's. Whereas the net migration from farms to cities during the 1920's was approximately 6,300,000, the corresponding figure during the 1930's was only 2,200,000 persons.

Migration Trends

"This difference was not due primarily to any substantial back-to-the-land movement largely offsetting the cityward migration, but to the fact that the farms retained a much larger proportion of their natural increase between 1930 and 1940 than in the preceding decade. Reduced employment opportunities in industry caused many young people to remain on farms who in normal times would have migrated to the cities.

"The number of youth reaching the age when migration is usually at its height increased during the past decade, and will continue to increase for several years more, as the effect of the peak in births of 1921-25 is reflected in a correspondingly large number of young persons currently reaching maturity, when they ordinarily start out for themselves.

The population growth between 1930 and 1940 was very unevenly distributed among the States and the principal subdivisions of the country. These wide variations in population changes during the past decade reflect not only differences in rates of natural increase, but also extensive interstate migrations.

"The States east of the Mississippi River received a slightly smaller proportion of the national increase between 1930 and 1940 than their proportion of the actual population in 1930, while the group of States between the Mississippi and the Rocky Mountains, which contained one-fifth of the total population in 1930, received only one-eighth of the decade growth and the States from the Rockies to the Pacific, with less than one-tenth of the 1930 population, gained more than 22 per cent of the ten-year increase.

"A further consideration of these broad areas according to the division of their population gains between natural increase and migration reveals some interesting differences. Population growth in the States east of the Mississippi was about equal to their natural increase, with no appreciable migration in or out of this general region.

"However, there were such marked differences in the rates of natural increase between the northern and southern sections of this region that all the southern States grew faster than the country as a whole, while the northern States, with the exception of Michigan, had rates of gain below the national average. Within this eastern region three areas were conspicuous in their relatively heavy gains from inward migration, namely, the New York and Washington metropolitan areas, and Florida. At the same time Pennsylvania, although gaining 270,000 population, experienced a net outward migration of nearly 300,000 residents, the largest loss from this cause for any State.

Less Labor Needed

"The central belt of agricultural States retained only one-half of their natural increase, losing about one million persons through net outward migration to other States. Most of this loss occurred in five States: North Dakota, South Dakota, Nebraska, Kansas, and Oklahoma.

"Each lost population, the aggregate loss amounting to over 300,000. Among the possible explanations of these losses were successive prolonged droughts, excessive soil erosion, and severe dust storms, along with increased mechanization of agriculture which contributed to consolidation of farms and to reduced labor needs.

"The western group of States grew four times as fast as the central area, despite the lowest rate of natural increase among the three regions, and gained about one million new residents from net inward migration. Indeed, all these States except Montana grew faster than the country as a whole. In absolute numbers the increase of population in California was considerably greater than that in any other State, amounting to slightly over 1,200,000 as compared with nearly 900,000 in New York, the next highest State in this respect.

Reasons in the West

"Among the reasons for the rapid growth of the western region, the greater activity in silver mining and the influx of refugees from drought-stricken areas were undoubtedly important factors. Of course, California, like Florida, benefited materially from the inward migration of the retired classes.

"The material decrease in the rate of urban growth during the past decade is reflected in individual cities of all sizes throughout the country. With few exceptions, cities lost their drawing power for migrants from foreign countries, farms, and small towns. In fact, a large number of cities experienced a considerable net outward migration during the past decade. In many cases this migration exceeded their natural increase. Thus, 257 out of 982 urban places of 10,000 or more inhabitants in 1930 lost population between 1930 and 1940, whereas only 84 of the same com-

(*Continued on page 37*)

Census Figures

INDIVIDUAL 1940 Federal Census of Population figures by States and counties, as well as Federal Census of Housing figures by States and counties, are now available upon request from the Census Bureau, Washington. It is recommended that these new figures and the map on the opposite page be used in conjunction with the new 1941 radio outline map, published by BROADCASTING. State and county radio ownership figures for 1940 will be issued by the Census Bureau sometime this spring.

NOW THEY LOOK LIKE THIS

(*See page 18*)

PHOTOGRAPHS ON PAGE 18 in same (l to r) order show (1) Ben S. Fisher, who enlisted April 6, 1917, with the Oregon Coast Artillery, National Guard, went to Third Officers Training Camp at Fortress Monroe in December, 1917 and served in France from October, 1918 to March, 1919 as a lieutenant, being mustered out as captain; (2) Louis G. Caldwell, who in 1917 went to France as sous-chief of Section 65, American Field Service attached to the French Army, and via the Foreign Legion served with the French Army through 1918 as sous-lieutenant of the 13th Regiment of Field Artillery (75's), winning the Croix de Guerre; (3) Horace L. Lohnes, who left Ohio State U's R.O.T.C. in 1918 to join the 24th Field Artillery at Fort Knox, Ky., then was sent to Artillery Officers Training Camp at Camp Taylor, and in February, 1919 was discharged—still a private.

PERCENTAGE INCREASE IN POPULATION BY COUNTIES - 1930 - 1940

BASED ON PRELIMINARY RETURNS OF THE 1940 FEDERAL CENSUS OF POPULATION

LEGEND
Counties unchanged or losing
Counties gaining less than 7.5 %
Counties gaining 7.5 to 15 %
Counties gaining 15 % and over

Prepared by AT&T Statistical Division. Reprinted with permission.

WCKY
WCKY
COMMENTATOR
Rex Da
CINCINNA
DOIN
WITHUN
THE
CBS

POPULAR
NEWSCASTER
THE REAL JOB
PRESSON
STATION
FIFTY GRAND IN WATTS

BROADCASTING and Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

Published Weekly by
BROADCASTING PUBLICATIONS, Inc.

Executive, Editorial And Advertising Offices
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

NORMAN R. GOLDMAN, Business Manager ● BERNARD PLATT, Circulation Manager
J. FRANK BEATTY, Managing Editor ● W. R. McANDREW, News Editor

NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Associate Editor ● MAURY LONG, Advertising Manager

CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● EDWARD CODEL

HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN

Subscription Price: $5.00 per year—15c a copy ● Copyright, 1941, by Broadcasting Publications, Inc.

Universal DST?

WERE THESE normal times, the warming up period on the Daylight Saving Time changeover for radio would be getting under way. Last month we decided to do our DST controversy-shopping early. We led off with inspiring pieces by Jack Laemmar, vigorous young radio director of Lord & Thomas in Chicago, and Willard Egolf, the figure-juggling sales manager of KVOO, in Tulsa.

Reaction was immediate, and a lot of thinking and researching already is under way. But it appears the DST problem has outgrown radio. It's now a national issue because of the new tempo being wrought by national defense. The fact that radio loses a million, more or less, because of the April-to-September time differential in certain cities; that listeners are thrown out of gear for weeks, and that broadcasters are driven frantic a month before each shift—apparently becomes unimportant.

Because of the national defense activity, smoke is pouring out of chimneys inactive since 1929. All-time peaks for heavy industry are being approached. Unemployment is melting away. The working day isn't long enough. The inevitable answer, it is thought in high official circles, will be more daylight working hours. It looks like *mandatory* Daylight Savings Time is coming soon via Federal statute.

So far as radio is concerned, complete absence or complete presence of daylight saving is the millennium. Patchwork schedules of the past and of the present depict the effects of DST at its worst.

It may be too late to do anything about it this year, with the changeover schedule only six weeks hence on April 27. By that time, however, the industrial tempo may be such that the Administration will decide to do something. During the last war there was no broadcasting. But there was universal DST. It is being observed in England and in some of its dominions, including Canada.

The first sign of Government action comes from Secretary of the Interior Ickes, who advocates DST for Washington as a defense measure. He approaches it from several angles: intercity defense dealings; greater staggering of Government office hours; more time for outdoor recreation. In national defense work, the same factors would apply throughout the country. And a bill already has been introduced in Congress for compulsory DST.

There's lots of logic to the Laemmer suggestion that the broadcasting industry observe *Standard Time* universally. That would be the answer if times were normal. We want to see the results of the several studies now being made in the industry before we go overboard. But from where we sit, we are inclined to think that universal Daylight Saving Time is coming up. Why shouldn't radio lead the way now?

Caesar's Life

WITH THE ASCAP-BMI issue neatly tucked away in its consent decree archives, the Department of Justice now has made James C. (Little Caesar) Petrillo, dictator of the American Federation of Musicians, the immediate object of its trust-busting onslaught. And here Assistant Attorney General Thurman Arnold really has something.

The Justice Department, using the press release technique that brought both BMI and ASCAP into a stipulated peace with Uncle Sam, announced that it plans to initiate grand jury proceedings not only against Petrillo but against the whole booking agency, concert bureau and broadcast fields as they relate to instrumentalists. It is clear, however, that Mr. Arnold has in mind an inquiry into the ramifications and effects of the Petrillo dynasty as its initial and possibly its sole effort.

The Chicago ex-newsboy, who learned to toot a horn and who now is the $46,000 a year czar of American musicians, cruising around in an armored car with personal bodyguards, apparently has captured the imagination of the Anti-Trust Division. But more than that, there were complaints from the American Guild of Musical Artists about Petrillo's muscling in on its jurisdiction, as well as the hangover of the "forced work" issue wherein Mr. Petrillo fixed quotas of musicians to be retained by broadcast stations if they were to receive network programs at all. Standby orchestras for cooperative programs, professional musicians as "platter-turners" and sundry other unnecessary personnel requirements foisted upon stations, all are Petrillo inventions that should undergo the scrutiny of the Government in its latest anti-trust foray.

Victor O. Waters, Mr. Arnold's lieutenant on all matters pertaining to music and radio, has been assigned the Petrillo job. If he is as effective in this new assignment as he was in handling ASCAP-BMI prosecutions from the Government's standpoint, a rather interesting spring looms ahead.

Guestitorial

RADIO AND THE PRINTING TRADES

By JOHN D. EWING

The publisher of the "Shreveport Times," who also operates KWKH-KTBS, is author of this editorial, reprinted with permission because of its pertinence and timeliness. President of the Southern Newspaper Publishers Assn., Mr. Ewing knows intimately whereof he writes—about the printing trades' projected crusade, about radio's place in democracy and about newspapermen's shortsightedness in the past in accepting radio.

WHEN American railroads began their march across this broad continent, they faced many scheming adversaries. Canal owners objected. So did steamship lines. Eastern port cities distrusted the new mode of transport. And there were even some "statesmen" who feared that the rush of iron horses westward would scatter the nation's strength and destroy the republic.

All of this opposition failed. The railroads are now an integral part of the American Way of Life, and have been for decades. The initiative which went into their construction, and into the perfection of their service, has meant much to millions of Americans. It has helped make our nation great.

Today radio faces what the railroads faced in their pioneer days. From the standpoint of the American people, the basic issue is the same.

The other day, down at Miami, the governing board of the International Allied Printing Trades Assn., which consists of five printing crafts unions, published a demand that Congress adopt drastic restrictions on the operations of radio stations in the United States, slashing their revenues and subjecting them to heavy new taxation, because 25,000 members of the union crafts are out of employment due to suspensions and mergers of newspapers.

The purpose of the demand, of course, is to increase the revenues of publishing firms and, indirectly, of the printing trades unions, giving no consideration whatever to the many, many thousands of jobs which have been created for workers in the operation and expansion of the radio industry.

Ordinarily, a scheme of this sort could be dismissed as "silly". But now, with centralized control of city, state and nation becoming a reality under our democratic government, this obviously political threat to radio, a part of the American Way of Life, must be treated seriously.

Although still in its infancy, radio has become almost a necessity in the American home. Daily it brings joy to millions of the ill, the isolated, the blind, the helpless. It takes religion and education into countless homes, into tenement, mansion and mountain cabin. The average American can now hear, at his own hearth, the great debates on momentous national and international questions.

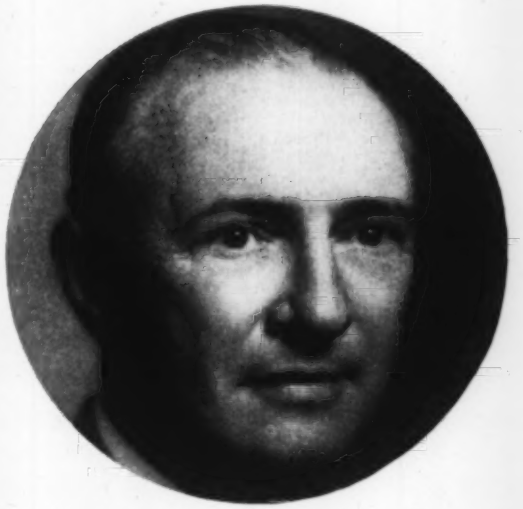
Abroad, in the lands where government has taken over the operation of radio, there is nothing which even approaches the quality of American programs.

Anyone who has heard the pitiful broadcasts of government-subsidized foreign radio stations (and there are no exceptions, in Europe or elsewhere) as against our private system of radio broadcasting with proper government regulation, should be and is thankful for the American way in radio.

Yet, this is just the beginning. Powered by private initiative and capital, American radio can sweep on to new achievement in television and frequency modulation. The opportunities

(Continued on page 36)

We Pay Our Respects To —



FREDERICK WILLIAM BORTON

BOUT 20 years ago in Miami a ccessful electrical automotive aler cranked up the transmitter Florida's first radio station. That adcast pioneer was Frederick illiam Borton, now well-known in dio circles as president and gen- al manager of the successful CBS filiate, WQAM.

Jetmore, a little town in Kansas, s Fred Borton's birthplace, Sept. 1889. His parents, of old Quaker ck, lived on a farm, and there spent his boyhood days. Later, aced in Ruskin College, Glen lyn, Ill., young Mr. Borton chafed der the placid routine of absorb- academic culture, thought of race Greeley's admonition to the ung man and enlisted as a pri- te in the U. S. Army at The Pre- dio, San Francisco. Before long he d qualified for an officer's com- ssion and a transfer to Fortress nroe, Va., where he completed ollege course to receive an engi- er's degree.

Brimming with scientific theo- s, Fred Borton invested some of money and lots of effort into uid Purification Co., formed to pply Key West with a new water pply. The company went broke 1911, and an interesting invest- nt disappeared with it. There owed a short period as foreman h the Miami Power and Light , and in 1912 he became asso- ed with W. W. Luce, his pres- partner, in the Electrical Equip- nt Co., of Miami. For nine years Borton managed the company's nch office in Havana, Cuba.

After a bit of experimentation h an amateur station, the com- y constructed a real broadcast ion, WFAW — the future AM—operating with 50 watts er. The station jumped to 500 ts shortly, and during Miami's m in the 'twenties became known ughout the country. In 1930 AM became a CBS affiliate.

red Borton has paced right along with radio. Known as one of Miami's most civic-minded citizens, he has established himself as an integral part of the community life. A past president and past governor of the Ciritan Club, he continues to be a prominent member in the organization. He is president of the Southeastern Florida Children's Home Society, serving his third term; president of the Miami Planning & Zoning Assn.; executive board member of the Miami Chamber of Commerce, and an officer or member of a score of other civic organizations.

One of his greatest contributions to contemporary radio is the creation of *Shadows & Substance*, a strictly radio charity which has brought to Miami's needy close to $75,000 in cash and countless jobs, items of clothing, food and furnishings. The program, originated by Mr. Borton in 1930, has spread to other stations all over the country.

As editor of the *WQAM Commentator* he has carried on successful campaigns for improved traffic conditions, economy in city government, city beautification and other worthwhile projects. The *Commentator* never deals with politics or controversial issues, and it bears the approval of the NAB Code Compliance Committee.

A Mason and a Shriner, Fred Borton also is a member of the Miami Rod & Reel Club, the Quarterdeck Club, Miami Yacht Club and Executive Breakfast Club. He is married and has two children, Janice Orla and Frederick Eugene. His wife, Frances, is his constant companion on fishing and pleasure boating trips which have taken them over half a continent. Their most recent jaunt was to Mexico for a month of exploring out-of-the-way places. Both Mr. and Mrs. Borton hold several fishing records, and three weeks out of the year without at least a little fishing would make them feel confined.

Three summer months find the Bortons comfortably established at their Highlands lodge, where they take daily rides along the mountain trails. The month of May is spent aboard the *Conchita*, a comfortable cruiser, fishing and loafing among the picturesque Florida keys. Fred has a houseful of cameras, does his own printing and developing. Showing his own prints at exhibitions, he has won several local and regional prizes.

Widely known and liked by members of the radio industry, he has several times held important NAB appointments. Ask him the secret of his success and he'll tell you "picking the right people to do the work." But that's only half of the secret. He himself is a tireless worker, and not one detail of his successful station operation escapes his attention.

Personal NOTES

SIDNEY N. STROTZ, NBC vice-president in charge of programs, is planning a three-four weeks business trip to the West Coast, leaving New York in mid-March for NBC headquarters in Hollywood and San Francisco and returning via Denver.

LEN TAYLOR, formerly of the sales staff of Philadelphia stations, has joined KYW, Philadelphia, as salesman, filling the vacancy left by Daniel C. Park, drafted for military service.

LEE GEORGE, new to radio, has joined the sales staff of WCBS, Springfield, Ill.

DEAN R. UPSON, formerly of WSIX, Nashville, has joined the sales staff of WGRC, Louisville. Theodore K. Kennedy, formerly of the *Nashville Times*, has joined the WSIX sales department.

LEO FITZPATRICK, vice-president and general manager of WJR, Detroit, and Neal Tomy, publicity director of the station, left March 3 for a one-month vacation with their families at Miami Beach.

JOSEPH H. UHALT, president of WDSU, New Orleans, returned to his office late in February after a two-month convalescence from pneumonia.

JULIAN F. HAAS, formerly Southern newspaper writer, has joined the commercial staff of KARK, Little Rock.

JOHN C. LIBBY has been named manager of WCOU, Lewiston, Me., succeeding Guy Ladouceur, who has joined the CBC at Three Rivers. Conrad Giguere has joined the sales and announcing staff. Fred Preble also has joined WCMI.

PHILLIP BEATH Jr. has joined the sales staff of WCMI, Ashland, Ky.

RAY BARNETT of the sales promotion department of KSFO, San Francisco, has been called for active duty with the Army.

WILLIAM SHEA, account executive of KPO-KGO, San Francisco, has been named membership chairman of the San Francisco Milline Club. John Nelson of McCann-Erickson is co-chairman and Fran Porter of Gerth-Knollin Adv. Agency is publicity chairman.

WARREN TESKEY, formerly of WELI, New Haven, Conn., has joined the sales staff of the new WHYN, Holyoke, Mass.

CHARLES GARLAND, assistant commercial manager of WBBM, Chicago, is a candidate for mayor of Des Plaines, Ill., on the United Coalition ticket. Mr. Garland, who has been connected with WBBM for 16 years, was at one time alderman of Des Plaines.

DR. LEON LEVY, president of WCAU, Philadelphia, was appointed chairman of the radio committee for the annual convention of the national Variety Clubs in Atlantic City May 15-17. Dr. Levy is "barker" of the Philadelphia Variety "tent".

RUSSELL LOFTUS, formerly time buyer with Benton & Bowles, New York, has joined the sales staff of WAGE, Syracuse.

MILTON BLINK, co-owner of Standard Radio, Chicago, since acquiring a new yacht last fall, Melenor II, a 38-foot ketch, has passed his examination and has been admitted to the Coast Guard Auxiliary. He is now a member of the 10th Floatilla, Chicago.

FRANK DURBIN, formerly of the advertising staff of the *Daily Oklahoman* and *Times* and the *Los Angeles Examiner*, has joined the sales staff of KLZ, Denver.

DUNCAN McCOLL, salesman of KOA, Denver, was assigned a principal role in the Gilbert and Sullivan opera, "Pirates of Penzance," presented by the Denver Lions Club March 3-4.

JAMES BINGHAM, formerly of the Chicago office of Howard H. Wilson Co., station representatives, has joined the staff of KJBS, San Francisco, as account executive.

A. S. PADGETT, CBS New York general auditor, has returned to his desk after several weeks in Hollywood where he conferred with Charles D. Ryder, the network's West Coast auditor.

LOUIS RUPPEL, CBS New York director of publicity, on a tour of network owned and affiliated stations, was in Hollywood during early March for conferences with Hal Rorke, West Coast publicity director.

NORMAN NOYES, in charge of NBC Hollywood tour promotion, has been elevated to national spot sales account executive, succeeding Walter Davison who recently resigned to become sales manager of KMPC, Beverly Hills, Cal. Robert Morris, of the network's maintenance department, has taken over Noyes' former duties. Carl Schaele, formerly in charge of studio ticket distribution, has been switched to maintenance. Bruce Anson has taken over his former duties.

F. C. EIGHMEY, manager of KGLO, Mason City, Ia., is giving a series of luncheons celebrating the station's increase in power to 1,000 watts. The first was held at the Hotel Sherman in Chicago Feb. 27.

LESTER LINDOW, manager of WFBM, Indianapolis, has returned from a three-week vacation to Central and South America.

J. R. RADFORD, supervisor of station relations of the Canadian Broadcasting Corp., Toronto, is visiting all stations east of Montreal.

JOSEF CHERNIAVSKY, former musical director of WLW, Cincinnati, has joined the music staff of WOV, New York, and is conducting his orchestra on a nightly program on the station.

JACK WOLEVER, formerly of KTHS and KWFC, Hot Springs, Ark., has been named program director of WSIX, Nashville. Roger Phillips has been transferred to the announcing staff and Bob Chaudoin to the WSIX continuity staff.

HENRY M. SWARTWOOD Jr., program director of KOIN-KALE, Portland, Ore., on Feb. 20 underwent a tonsillectomy.

WCAO

The Voice of Baltimore since 1922

★

Columbia Basic since 1927

★

Broadcasting on 600 kc.

BEHIND the MIKE

ELMER A. KNOPF, of the WFDF, Flint, Mich., copy department, has been promoted to copy chief, filling the vacancy created by the resignation of Don Degroot, who has taken over the radio division of Holden, Graham & Clarke, Detroit. A graduate of Flint Junior College, Knopf joined WFDF in 1933 as an announcer and part-time copy writer. John W. Baumgartner, formerly continuity editor of WIBO, Indianapolis, and at one time at WCLS, Joilet, Ill., has been named assistant to Knopf.

ROBERT KORNHEISER, recently appointed traffic manager of WHN, New York, has been inducted into the Army, the station's first draftee.

VERVA TRUE, traffic manager of CFNB, Fredericton, N. B., on March 1 married W. B. McCullough, assistant Canadian trade commissioner in the Department of Trade and Commerce. The couple will leave shortly for Buenos Aires, where McCullough has been assigned as specialist on agricultural products.

DICK DeFREITAS, formerly of WSGN, Birmingham, Ala., and WAAT, Jersey City, has joined the announcing staff of WFAS, White Plains, N. Y. He replaces Larry Blenheim, who has joined WOV, New York.

MRS. STANLEY SCHOENBROD, of the WGN, Chicago, talent staff where she is known as Donna Reade, is the mother of a boy, William Stanley, born Feb. 24.

CHET MILLER, formerly continuity editor of WMBD, Peoria, Ill., has joined the continuity department of WLS, Chicago.

MATHEW HOMER, of the WBBM-CBS, Chicago, page staff, on Mar. 5 joined the 33rd Division of the Illinois National Guard which is stationed at Camp Forrest near Tullahoma, Tenn. Mr. Homer was inducted as a member of the regular Army in formal ceremonies broadcast over WBBM when 12,000 officers and men of the Illinois National Guard division became part of the regular army.

MARTIN LOWELL, staff accompanist of KYW, Philadelphia, signed a two-year composers' contract with Southern Music Co., BMI affiliate, which will publish four of his compositions within the next few months. One of the compositions is *50,000 on the Red*, written in celebration of the station's jump in power to 50,000 watts recently.

DON HAYWORTH, formerly of Bob Hawk's *Take It or Leave It* show has joined the announcing staff of WCAU, Philadelphia, filling the vacancy made by Lou Fisher leaving for training with the Naval Reserve.

JOHN McKAY, who recently joined the program department of WFIL, Philadelphia, coming from WJR, Detroit, has been named head of the publicity and special events.

BOB FREED, formerly of KLZ, Denver, has joined the announcing staff of WLW, Cincinnati. Charles Roberts, formerly of KVOR, Colorado Springs, replaces Freed.

MARTIN TOBIN, announcer of KOA, Denver, has started a radio writing and production class at the Lamont School of Music, in Denver.

GAY FERGUSON, formerly of KSCJ, Sioux City, Ia., on March 15 is to join the announcing staff of WNAX, Yankton, S. D.

COSETTE MERRILL, formerly of WBZ, Boston, and WBEN, Buffalo, has joined WSYR, Syracuse, as director of educational features and children's programs.

Schoenfeld Named

BERNARD C. SCHOENFELD, formerly chief script writer of the Department of Interior radio division, has been named to head the radio section of the division of information of the Office of Production Management in Washington. He will coordinate all radio defense activities for OPM and the National Defense Advisory Commission. A graduate of Harvard, Mr. Schoenfeld has won national recognition for his educational and commercial radio writing. His best-known radio work is *Johnny Appleseed*, twice produced on the *Kate Smith Hour* and the CBS *Pursuit of Happiness* show.

BERT DOWLING, continuity chief of WKBN, Youngstown, O., has been informed that a miniature copy of his most recent composition "Near the Manger" is to be placed in the Alice Neilson Room of the Knights of Columbus Museum in New York. The song was dedicated to Robert Clark Maxwell, a friend of Dowling's, and grandson of Miss Neilson, the opera singer.

CATHY LAWRENCE, former New York radio actress, is handling the feminine commercial announcements on *Quiz of Two Cities* on WBAP, Fort Worth.

PHIL WACKER, formerly of KFBB, Great Falls, Mont., has replaced Malcolm Sykes on the announcing staff of KHQ-KGA, Spokane. Malcolm resigned his position to enter the Army Air Corp. Margaret Lenhart, vaudeville vocalist, has been added to the musical department of KHQ-KGA.

FRED BRIGGS, for the last year chief announcer of KYA, San Francisco, on March 1 was named program director of the station by General Manager Harold H. Meyer. Briggs has been with KYA for the past two years and previous to that worked with KREG, Santa Ana, now extinct KGMB and KGU, Honolulu and KVOE, Santa Ana.

ALLEN BOTZER, formerly associated with Seattle stations, has joined KHJ, Hollywood, as announcer.

HELEN HERIC, assistant music librarian of Don Lee Broadcasting System, Hollywood, and Keith Anderson, Lockheed Aircraft Corp. engineer, were married in that city Feb. 14.

RICHARD BROOKS, NBC Hollywood narrator of the five weekly quarter hour *Sidestreet Vignettes*, has compiled a new book titled "Hot Spitters," to be released shortly by Vorss Publishing Co., Los Angeles. Incorporated are a series of his short stories.

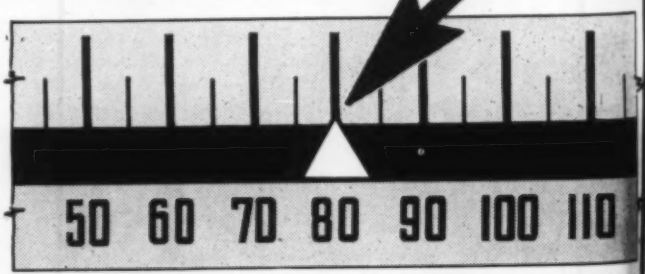
GEORGE CARTER of CBS Hollywood publicity department, recently inducted into the Army for one year military training, is now stationed at Fort Ord, Cal.

ART BALLINGER, NBC Hollywood announcer of the *Rudy Vallee Show* sponsored by National Dairy Products Corp., reported for one year Army service, following the March 6 broadcast.

JOHN MARGRAF, NBC Hollywood page boy, on March 12 will be inducted into the Army for one year of military training.

LEO MANN, formerly of WLLH, Lowell, Mass., has joined the announcing staff of WELI, New Haven, Conn. He succeeds Bob Lockwood, who left Feb. 23 for a year's active duty with the National Guard.

IN THE MIDDLE OF THE DIAL 800 K.C.



Our New Wave-Length After April 1

CKLW

We're moving from 1030 K.C. to 800 K.C. April first giving advertisers in the DETROIT MARKET even greater coverage and a bigger buy than ever! No rate increase!

5,000 WATTS DAY AND NIGHT • MUTUAL SYSTEM

WILLIAM J. KLOMANN, formerly of the NBC, Chicago, mail department, has replaced William Rosee in the press division. Rosee left March 4 for Camp Forrest, Tenn. where he will be in service for one year as a second lieutenant in the 122nd Field Artillery, Illinois National Guard. Warner E. Taap, new to radio, has replaced George A. Creech, of the stenographic department, who has been called to the army.

FLOYD D. RODGERS, Jr., program director of WIS, Columbia, S. C., is the father of a six pound girl.

DON LEWIS of WWL, New Orleans, is the father of an eight pound four ounce girl.

LEON LEAK, NBC announcer, is the first member of that network's announcing staff to be called in the draft.

GREGORY CENTOLA of the production staff of WMCA, New York, recently married Derva Nappo of New York.

JOAN HARDING, woman's commentator, heard on WHAM, WHEC, WSAY, has resigned effective March 15.

PAUL GAMBLE, program director of WPIC, Sharon, Pa., is the father of an 8½ pound boy.

RAMONA GERHARD, organ soloist of WCCO, Minneapolis, and Robert Sutton, script writer and assistant music librarian at the station, eloped last weekend and were married in the Mayo Chapel, Rochester, Minn.

LILLIAN CORSOVER, free-lance publicity agent, has joined WMCA, New York, to handle special promotion on women's programs.

RALF BRENT, program director of WFPG, Atlantic City, and Bob Lewis, WFPG chief announcer and traffic manager, recently were called by the draft to Fort Dix, N. J.

ETHEL RATTAY, former director of public relations of Atlantic City's former municipal station WPG, now holds that position with WFPG, Atlantic City.

JOSEPH REED, formerly with the *Richmond Times-Dispatch*, *Washington Post* and the *Akron Beacon-Journal*, has been signed by WRVA, Richmond, as news analyst for a weekly series to start soon.

HAROLD RAINFORTH, night receptionist, is the first member of WKRC, Cincinnati, to be drafted, leaving in latter March.

RUSS JOHNS, announcer of WFVA, Fredericksburg, Va., has been named chief of the station's music division.

MAURICE MERRYFIELD has returned to Philco Radio & Television Corp., Philadelphia, in charge of publicity, replacing E. I. Bowman.

WHO

(ALONE!)

for

IOWA PLUS!

DES MOINES-50,000 WATTS,

CLEAR CHANNEL

Meet the LADIES

KATHERINE ROCHE

ON THE 17th of April, 1926, Katherine Roche was given a temporary job at WGN, Chicago. Today she's ready to believe the job may be permanent. She is daytime studio director, supervises assignments for 17 announcers, and in addition conducts the *June Baker's Home Management* program, one the station's features since 1933. She gets 1,200 letters a week.

Only time she has been stumped was when a woman asked how to keep her husband. Having no husband, Miss Roche hastily referred the question to Doris Blake, *Chicago Tribune* heart-throb editor. Besides interviews with celebrities, she gives her listeners news of interior decorating, menus, food and clothing, fashion hints—everything of interest to women. She visits New York several times a year as a reporter gathering facts for her program, gets new ideas in the Chicago department stores and follows trade conventions for advance news of what women will be interested in months from now. Miss Roche is a native Chicagoan and was educated in private schools in Detroit, Mich., and Lake Forest, Ill. For recreation she attends the theater. Her North Side apartment is tastefully and beautifully furnished—she says she follows June Baker's advice on its management.

JOHN SCOTT TROTTER Hollywood musical director of the NBC *Kraft Music Hall*, sponsored by Kraft Cheese Co., has been signed to a four-year contract by that firm. Since starting on that show in 1936, he has not missed a single broadcast.

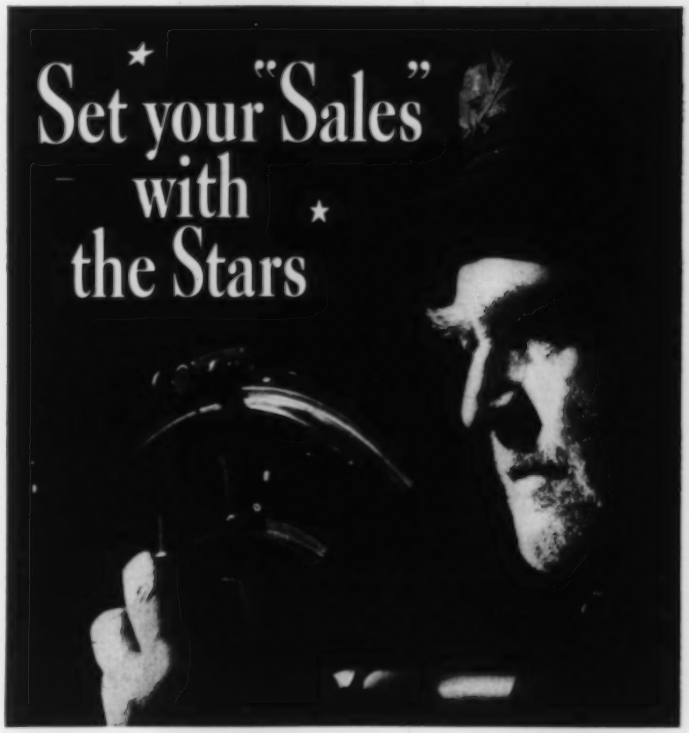
HAL McINTYRE, member of the announcing staff of KYA, San Francisco for the last year, has been promoted to chief announcer.

MAL ROSS, formerly sports announcer of WBAA, Purdue U station in West Lafayette, Ind., has joined the announcing staff of the new WKMO, Kokomo, Ind.

GERHARD A. FREDRICKS, formerly of WHFC, Cicero, Ill., has joined KSO-KRNT, Des Moines.

EDWARD CARTER, formerly of WLW, Cincinnati, has joined the continuity staff of WMBD, Peoria, Ill.

JACK HARRINGTON, formerly of WHAS, Louisville, has joined WSPD, Toledo.



Head for the World's Richest Market on the Salt Water Course!

Popular and productive before, WEAF, today, gives greater service, more intensive service to advertisers. Thanks to its new "salt water way" into New York, the millions of families in WEAF's effective area now hear their favorite stars 2½ to 10 times more clearly than ever.

WEAF carries 7 out of 10 most popular programs on the air. What's more, WEAF, as the New York outlet of the NBC Red Network, carries the fullest schedule of popular features in the entire market—the programs most people listen to most...Your channel to more sales in the world's richest market is clearly marked by the stars—for top results follow them on WEAF over the Salt Water Way.

Represented nationally by Spot Sales Offices of the

NATIONAL BROADCASTING COMPANY

A Service of Radio Corporation of America

ED JANNEY, sportscaster, has been added to the staff of KOY-Arizona network. A greatly augmented schedule of sports broadcasts was started. Janney succeeds Lou Kroeck who recently left KOY to become sales manager of KTMAS, Santa Barbara.

MICHAEL BLAIR, formerly West Coast producer-writer, has joined WFIL, Philadelphia, to handle special production and writing assignments.

RALPH M. HANSEN, formerly of the NBC Chicago guide staff, has joined the announcing staff of WALA, Mobile, Ala.

BONITA KAY of the NBC Chicago talent staff, on Feb. 28 was married to Dr. Leo J. Koscinski of Evanston, Ill.

PEGGY FOLEY, formerly of the CBS production department in San Francisco, has moved to the KSFO production office, succeeding Miss Lee Vandevort, who joined the KYA staff.

ART PETERSEN, announcer of WCMI, Ashland, Ky., has entered military service, being replaced by Bill Benesch, Cincinnati. Ned Brooks has joined WCMI as announcer-engineer at the Huntington studios.

ALAN TAULBEE, formerly with NBC's International Division, and until a month ago a member of the staff of WARM, Scranton, has taken a position with WSYR, Syracuse, N. Y., as a staff announcer.

BILL MANNE, formerly of WCAM, Camden, N. J., has joined the announcing staff of WIBG, Glenside, Pa.

JIM LYMAN, NBC Hollywood recording chief clerk, is the father of a boy born in February.

LOUIS GILLETTE, sportscaster of KHQ-KGA, Spokane, is the father of a second son born Feb. 17.

OR ELSE!

Either the boys in the band pay attention to the maestro —or the symphony suffers. Here in Roanoke and southwest Virginia, radio listeners pay attention to WDBJ— or else miss not only the best local programs, but also Major Bowes, Kate Smith, The Radio Theatre, and other CBS favorites! Because of that—and because we're the only station with power enough to reach all the 1,282,920 listeners in this area—WDBJ is listened to most, *most of the time!* And don't forget, Roanoke is a better-than-ever market, with defense and industrial expansion totaling more than $100,000,000—all being spent within WDBJ's regular listening area! Shall we take a crack at some of this dough for you?

WDBJ ROANOKE, VIRGINIA

FREE & PETERS, INC. Exclusive National Representatives

Owned and Operated by the TIMES-WORLD CORP.

CBS Affiliate • 5000 Watts Day • 1000 Watts Night • 930 Kc.

Guestitorial

(*Continued from page 32*)

there are beyond imagination, and they are opportunities which can be developed if they are grasped in accordance with American tradition. The cold hand of bureaucratic control would neglect them.

We submit, then, that the demand presented by these high-salaried executives of the printing trades unions, basking in Miami's sunshine, is a brazen and unsconscionable attempt to chisel out an unearned profit at the expense of the American people and the American Way of Life.

The publisher of *The Times* was born in the newspaper business. Back in the early days of radio, he told his fellow publishers in open forum discussions that the full development of radio broadcasting should be encouraged, not discouraged as was then the trend.

He feels that it is not radio which causes the suspension of more and more newspapers. This condition can be attributed to two things—faulty management and ever-rising costs of labor, or a combination of both. Needless to say, neither of these causes will be removed by destroying private initiative in the radio industry.

The stupidity which once prompted many newspaper publishers to resist the onward march of radio is still stupidity when it appears in a pompous command dispatched to Congress by well-paid union chieftains. In fact, it is our opinion that the Miami declaration is more than stupid. It is a classic example of what is wrong with the United States of today. . . .

To the short-sighted men who met in Miami, placing their own selfish dollar-greed above the rights and interests of the American people as a whole, we say that they are heading for a crisis of their own making. . . .

Barbour With Rockefeller

PHILIP L. BARBOUR, foreign press and foreign stations representative of the NBC international division, has been given a leave of absence to become director of music for the Committee on Cultural Relationships Between the American Republics, headed by Nelson A. Rockefeller. During 1936 and 1937 Mr. Barbour held a Rockefeller scholarship to study music in Latin America, joining NBC's international division in 1938. An accomplished linquist, he holds degrees from Columbia U and Cornell.

E. C. MILLS, chairman of ASCAP's administrative committee, spoke on "Showmanship in Radio" at the March 6 meeting of the Assn. of Young Advertising Men, at the Midston House, New York.

A BROKEN HEEL and twisted knee suffered in a recent skiing accident only stopped Wauhillau La Hay, of KLZ, Denver, for a few days. Back to the studios she came leg in a cast and riding high in a wheel chair to resume her daily duties as continuity editor and sparkplug in the daily feminine feature, *Lady, Lend an Ear*. She is wheeled to the studio from her room in the Shirley-Savoy hotel.

SAVER OF WORDS

Terse Telegram Brings a Surprising Reply

THE COMMERCIAL lingo they call telegraphese doesn't always work as intended in spot time placements. H. Preston Peters, New York partner of Free & Peters, station representatives, wired Jack Field, sales manager of WPTF, Raleigh, the other day as follows:

"Re Minit Rub take 2 p.m. Wednesday but hope for improvement. Regards."

To which Mr. Field replied:

"In reference your wire of today, I followed instructions and took Minit-Rub at 2 p.m. Wednesday but as yet there is no improvement."

Sponsored Heroes

WELLMAN, PECK & Co., San Francisco (wholesale grocers) on March 2 started for 52 broadcasts *Hero of the Week*, dramatized salutes to the State's heroes, on 11 stations of the Mutual-Don Lee network in California (KFRC KHJ KVCV KHSL KMYC KYOS KGF KDON KTKC KPMC KGB) Sunday, 4:30-4:45 p.m. (PST). Sponsor has "hero scouts" posted throughout the State to discover unsung heroes. Their heroic deeds are dramatized on the weekly broadcast and the hero receives a specially designed Wellman Valor Award medal. In addition guest chefs from California's famous restaurants appear on the broadcast and suggest new uses for Wellman "flavor famous" foods. Dudley Manlove is writing the scripts for the series and they are being produced by Frank Wright. Agency is Theodore H. Segall Adv. Agency, San Francisco.

KSD—The Post-Dispatch Station

ST. LOUIS • Full Time • NBC Red

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

TRANSCRIPTIONS

PLANS for a good-will transcribed series of half-hour programs, including dialogue and music, to be short-waved by CBS to the Argentine for rebroadcast, were discussed by Tito Martinez Delbox, production executive of LR3, Buenos Aires, and Donald W. Thornburgh, CBS Pacific Coast vice-president, in early March. Series, to be cut in Hollywood with CBS facilities being used, will feature dialogue by film stars and music from current American films. Scripts are being written in phonetic Spanish by Delbox.

WALT RUNDLE of the United Press promotion department and Rush Hughes, commentator, flew to Tampa March 5 to record a sports program from the training camp of the Cincinnati Reds. Quarter-hour disc will be sent to stations as one of the series, *United Press Is on the Air*, dramatizing the work of UP correspondents. Series is produced by Rundle and Hughes with the latter also acting as announcer.

STANDARD PROGRAM LIBRARY SERVICE announces the following new and renewal subscribers: WATN, Watertown, N. Y.; WTMA, Charleston, S. C.; WJBO, Baton Rouge; KFEL, Denver; WJHL, Johnson City, Tenn.; KBST, Big Springs, Texas; WCAR, Pontiac, Mich.; KCKN, Kansas City; KXL, Portland, Ore.

IN ORDER to get the atmosphere of a live broadcast, *Dr. Pepper Parade*, transcribed variety series sponsored on 33 stations by the Dr. Pepper Co., Dallas, was recorded before a studio audience. The half-hour program contins the spontaneous sound effects of laughter and applause that characterize a network broadcast. Columbia Recording Corp., Bridgeport, recorded the series, and the account is handled by Benton & Bowles, New York.

LATEST "name" band added to the list doing transcriptions for Lang-Worth Feature Programs, New York, is that of Tony Pastor. Ten popular recorded pieces are on the company's March release for radio stations subscribing to its library.

A NEW series of transcribed programs featuring Sigmund Spaeth, author and musician, is being distributed by Kasper-Gordon Inc., Boston, under the title *Fun With Music*. It will be available in 26 quarter-hour units. Non-ASCAP music is being used for the present.

SUPPLEMENTING the *True Life Dramas* on savings and investment accounts for Federal savings and loan associations, R. T. Harris Advertising Agency Inc., Salt Lake City, announces a series of 26 half-minute transcribed dramatizations dealing with home loans. The new discs bring the series to a total of 52.

The Pioneer Voice of Kansas
KFBI WICHITA
5000 WATTS
1050 Kc.

Census Analysis

(*Continued from page 28*)

munities declined in size in the preceding decade.

"There are other factors in addition to the decline in the birth rate and the cessation of immigration that account for the marked changes in city growth. Some of the slow urban growth can be attributed to the reduction in employment opportunities caused by curtailed business activity and by decentralization of industry. Another factor can be found in the movement of population toward residential suburban communities which can easily be reached by train, bus, and automobile, and which combine lower living costs and other advantages to make life more attractive there than in the large city. Thus, all over the country the suburban areas outside the large and even moderate-sized cities have grown rapidly, while the central cities themselves have experienced little gain or have even decreased in size.

Occupied Dwelling Units

"The Housing Census, introduced in 1940 and taken in conjunction with the Population Census, has furnished data on occupied dwelling units, which are approximately equivalent to the private family, or household, of the 1930 census. Final figures now show that the total number of occupied dwelling units, or families, in the United States on April 1, 1940 was 34,861,625. This figure represents a growth of 4,956,962, or 16.6 per cent, since 1930. Since population increased during the same period at the rate of 7.2 per cent, as already cited, it is apparent that during the decade from 1930 to 1940 the number of families increased at a considerably faster rate than did population. Indeed, this relatively greater growth in families occurred in every state with a remarkable degree of consistency. The same situation held true for more than 97 per cent of all urban places of 10,000 or more inhabitants.

"The relatively larger growth of families than of population between 1930 and 1940 is reflected in the sharp decline in the average size of the household, which, for the nation as a whole, dropped from 4.10 to 3.78 persons. This change in the persons-per-family ratio was greater than in preceding decades and was due primarily to the cumulative effect of declining birth rates. Indeed, the number of adults per family has varied but little for several decades, while the number of children per household has declined steadily."

Coverage Plus --

that's what you get when you use

KFYR

the regional station with the clear channel coverage

The only single station covering the Red River Valley of Eastern North Dakota and Western Minnesota, the Rich Black Hills of Western South Dakota and everything in between.

Let us sell your story

NBC Affiliate
550 Kilocycles

KFYR

5000 Watts—Day
1000 Watts—Night

BISMARCK, NORTH DAKOTA

Ask any John Blair Man

HELEN ADAMS

conducting

"LET'S HELP YOU KEEP HOUSE"

Five Days a Week on ST. LOUIS KWK

Exclusive Affiliate in St. Louis

MUTUAL BROADCASTING SYSTEM

POST OFFICE HORSES

—don't pull any more mail than WWL "Dawnbusters", Louisiana's Champions of Breakfast. Participants can sponsor talent, news, or markets. Time open now!

(7 to 9 A. M. Daily)

WWL

NEW ORLEANS

50,000 WATTS

WFMJ

Youngstown's Favorite Station

A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown district.

Get on WJHP's new highway to Jacksonville's buyways!

NBC BLUE

WJHP

JACKSONVILLE FLORIDA

H. G. WELLS, JR., General Manager

Represented nationally by JOHN H. PERRY ASSOCIATES

WM. K. DORMAN, Mgr., 225 West 39th St., N. Y. CITY

CHICAGO DETROIT ATLANTA PHILADELPHIA

WDAS, Philadelphia, is placing publicity spreads of its various religious programs in local newspapers. Messiah Lutheran Church had a full spread in the March 2 edition of the *Philadelphia Record* and on March 9, *Stations of the Cross*, a Lenten program, received similar attention in the same newspaper. Station executives feel that while religious programs are among the most popular programs, a dignified promotional campaign will mean more listeners and call attention to the public service radio offers to shut-ins and others who are not affiliated with any church. Each of the denominations on the station will receive similar attention on successive Sundays.

* * *

Record Premium

AS A TEST campaign in the Philadelphia-Camden area served by the Raymond Rosen Co., RCA-Victor distributors, announcements will be made during March on the RCA *Music You Want* programs, heard five times weekly on KYW, Philadelphia, to promote the merchandise dividend available to record purchasers buying from the new Victor catalog. The plan is that the buyer of $4 worth of "diamond-marked" albums and records may receive free $1 worth of Victor records of his choice. The campaign also is announced by William Lang, RCA news commentator on KYW on his Sunday evening programs.

* * *

In Four Colors

TYING IN with its participation in the *Feature Foods* program on WLS, Chicago, the Dean Milk Co. recently published a full-page four-color advertisement in the *Chicago Tribune* featuring photos and comments of Helen Joyce and Martha Crane, conductors of the program. The big advertisement, pushing Dean Milk in paper containers, was built around the dairy's *Feature Foods* participation.

* * *

Music to Come

PUBLICIZING other musical programs on its schedule, WCCO, Minneapolis, carries a special series of announcements on its midnight *Night Owl Club* plugging such programs as the *Ford Sunday Evening Hour* and Glenn Miller musicals. The announcements cover selections to be played on coming music programs, with copy clearing through the WCCO publicity department.

* *

Rotating Displays

NEW MERCHANDISING policy of rotating individual sponsor product displays was announced by WCAU, Philadelphia, whereby each advertiser using the station will have an exclusive exhibit of his wares in the WCAU Auditorium for a period of one week. Sponsor reaction to the new plan was enthusiastic, according to Joe Connolly, promotion director.

* * *

Bombs and Oysters

A TINY rubber airplane with a bomb attached was sent to the trade by WFBR, Baltimore. In the bomb was a brief printed message narrating the merits of the station's service. Among other WFBR mailing pieces were a horseshoe and an oyster shell. WFBR promotion is handled by Cahn, Miller & Nyburg, Baltimore.

Merchandising & Promotion

Church Spreads—Chicago Colors—For Educators—Business in Bagdad—A Log of Pep

Basketball Trophy

WGN, Chicago, has inaugurated an annual award of an actual-size gold basketball to the player selected as the most valuable in the Western Conference (Big Ten). The award is similar to the football awarded to the most valuable player of the Conference each year by the *Chicago Tribune*, parent company of WGN. Each school in the Big Ten will proclaim one of its members the most valuable player for the 1940-1941 season and the 10 names thus selected will be given to a 23-man board which will make the final decision. Sitting on the final board will be the 10 conference basketball coaches; 10 representative officials; Major John L. Griffith, conference commissioner of athletics; Bob Elson, WGN sports announcer and Grayle Howlett, WGN sports editor. The nine other players selected will be awarded miniature basketballs.

* * *

Movies at Quiz

THE WEEKLY half-hour quiz show *Acree's High School, Aces*, sponsored by Henry C. Lytton, Chicago (The Hub, store for men and boys) moved from the WGN Chicago studios to the stage of Chicago's Palace Theatre. In addition to the regular theatre audience, 500 guests of the sponsor are admitted free upon presentation of tickets obtained from the store. Preceding the 10 a.m. broadcast, a complete feature picture is shown. Four boys, students recommended by their history teachers, and representing four different high schools, participate in answering questions dealing in history prepared by L. Hubbard Shattuck of the Chicago Historical Society. The audience is given an opportunity to answer another set of questions. Both theatre audience and contestants are awarded cash prizes up to $10 for the correct answers.

* * *

Better Listening

MIMEOGRAPHED list of educational and good-music programs heard on KWK, St. Louis, are distributed each month in schools. One copy is sent to the principal of each school, together with return post card on which he is asked to indicate number of copies desired. Copies also go to members of Federated Music Clubs.

White Space

IN COOPERATION with the *Hollywood Citizen-News*, KMPC, Beverly Hills, Cal., is conducting a five-week "Guess Who" contest built to acquaint listeners with station programs. Utilizing one column, 12½-inch space on the radio page, a picture of a different KMPC personality, with short biography and hint as to their time on the air, appears daily in the newspaper. Attached also is an answer coupon. A daily two-hour time spread is given in the contest. In event of a tie, contestants write a 25-word statement on "Why I Like to Listen to KMPC," the winner receiving a Packard-Bell radio, or its equivalent in phonograph records. Judges assigned are Robert Reynolds, KMPC general manager; Harlan Palmer Jr., executive of the *Citizen News*, and a third party to be designated later.

* * *

Biblical Quiz

CRESTHAVEN MEMORIAL PARK, Clinton, N. J., on March 2 started a new quiz program on WHN, New York, with questions based on the Bible and with churchgoers as quizzees. Program originates from the Hotel Edison, New York, Sundays at 5 p.m., and is conducted by Dr. Frank Kingdon, lecturer, author and educator. Prizes total $125 per week and listeners sending in queries used on the shows receive $5 each. Agency is Klinger Adv. Corp., New York.

* * *

Radio Week

RADIO WEEK staged by Eicher's Bagdad Grocery Store in Seattle in cooperation with KOMO-KJR was so successful that it was carried over several weeks. A contest angle stimulated interest, with talent photos appearing in the *Ballard News*. Listeners who identified talent and sent best 25-word slogans were given prizes. KOMO-KJR talent appeared at the store, which was set up with radio-week promotion.

* * *

Pep Boys 'Pep-O Log'

RADIO activities of Pep Boys auto accessory stores are covered intensively in the chain's house organ *Pep-O Log*. A center spread reproduces fan letters and telegrams, along with talent photos and a reproduction of the *Dawn Patrol* certificate.

TAKE ADVANTAGE OF THIS DIRECT APPROACH TO THE WORLD'S LARGEST MARKET—

Metropolitan New York

SIGNING UP FOR 52 WEEKS on the air with six *Musical Clock* morning hours weekly on WIRE, Indianapolis, is John A. Hook (left), president of Hook Drugs Inc. At his side are Rex Schepp (center), WIRE business manager, and Bill Williamson, account executive of Ralph H. Jones Co., Cincinnati agency. Although the Hook company has used radio intermittently for its 50 drug stores, the new 52-week contract marks the start of the first comprehensive radio campaign. The program is produced by Stan Thompson, formerly production head of WBBM, Chicago, and features Harry Bason, pianist, Announcer Wally Nehrling and news by Gene Pulliam Jr., WIRE news editor. The program, heard from 7:15-8:15 a.m., follows NBC's foreign news roundup.

BROCHURES

WBZ - WBZA, Boston - Springfield — Listener-coverage brochure.

WOAI, San Antonio—Die-cut promotion folder, "You Bet They're Loaded".

WKMO, Kokomo, Ind.—Brown booklet introducing the new station to the trade.

KFBI, Wichita—Four page booklet in green and cream promoting station's *Kitchen Clinic*.

LANG-WORTH FEATURE PROGRAMS Inc., New York—Pictorial broadside on talent of NAB-Langworth music service.

CJOR, Vancouver,—four page program list with front page devoted to number of letters station received in 1940—800,000.

KSTP, Minneapolis-St. Paul—Red, yellow and black folder offering *Household Forum*, local home economics program for sponsorship.

NBC-BLUE—Four-page folder extolling new Blue coverage in Albany-Troy-Schenectady district after March 16 when WTRY, Troy, joins network.

AID IN solving technical problems of private broadcasting stations throughout Canada has been given by the publicly-owned Canadian Broadcasting Corp. to 18 stations in the past two years, it is revealed in a report of the CBC Engineering Division. The assistance ranged from information on studio layouts to picking transmitter sites and making field strength surveys. The service was given in the interest of better broadcasting in Canada, and a nominal charge made for it.

New Service Provides Quick Program Checks

DESIGNED to provide advertisers with up-to-the-minute checks on the presentation of their advertising by radio stations, the recently established National Radio Checking Service is offering a staff of competent checkers in 135 markets throughout the country to provide such service. Comprehensive reports are submitted to the advertisers by each of the checkers through the bureau's central offices at 6635 Delmar Blvd., St. Louis. Receptiveness of the program, manner of presentation, spot desirability, opposing programs, and general criticism of the advertising are incorporated into the checks. General manager of the project is George S. Foster, formerly manager of WEW, St. Louis, and prior to that manager of WWL, New Orleans. Groves Labs., Lewis Howe Medicine Co., Beaumont Co. and the W. R. Sheaffer Pen Co. are among subscribers, he says. Plans to augment present personnel will provide coverage in 600 markets.

Tip to Quizzers

BALTIMORE folk, close enough to Washington to know their Congressiana, stirred up a teapot tempest when they heard contestants on two nationwide quizzes lose real money when they said "H. R." meant House of Representatives and the quizmaster said it meant House Resolution. On the local WBAL *Jackpot* program, Quizmaster Paul Girard paid $110 to a contestant in a negro theater when the correct answer was given to the "H. R." question. Girard suggests quizmasters should learn about Congress and reminds them that the symbol for House Resolution is "H. Res."

DAVID O. ALBER ASSOC., New York publicity agent, has moved its offices from 9 Rockefeller Plaza to 30 Rockefeller Plaza. New telephone is Circle 6-9595.

Lathrop Buying KFQD

CAPT. A. E. LATHROP, leading Alaska industrialist who founded KFAR, Fairbanks, in October, 1939, will acquire control of another Alaska station shortly if the FCC approves a transfer application just filed. R. E. McDonald, chief owner of KFQD, Anchorage, 250 watts on 780 kc., has applied for authority to sell his 332 shares and the two shares held by Barbara McDonald, to Midnight Sun Broadcasting Co., licensee of KFAR and controlled by Capt. Lathrop. The purchase price for the entire block, which represents two-thirds of the corporation's 500 issued shares, would be $10,000. The other 166 shares are held by William J. Wagner, KFQD manager.

Booth at Fair

THRONGS flocked around its booth at the Central Florida Exposition, says WDBO, Orlando, Fla. Photos of stars were displayed and station talent provided programs, including a cracker band featured on the *Sunrise Serenade*.

WFIL

1ST OR 2ND CHOICE WITH PHILADELPHIA LISTENERS

66⅓% OF DAY & NIGHT

WRITE FOR "NIGHT AND DAY" A survey of radio listening habits in the Philadelphia area *As reported by* C. E. HOOPER, INC.

WFIL

560 ON YOUR DIAL

NBC BLUE • KEY STATION QUAKER NETWORK

REPRESENTED BY ED. PETRY & CO., INC.

Agencies

N. W. AYER & SON of Canada, will close its Toronto office about April 1, according to announcement in Toronto. This marks the company's departure from Canada, as the Montreal office was closed at end of January [BROADCASTING, Feb. 3]. Business placed in Canada will be handled from the head office at Philadelphia.

DOROTHY WHITNEY, promotional copywriter formerly with B. Altman & Co., New York department store, has joined the copy department of Benton & Bowles, New York.

LOUIS SCHWERIN, formerly with Herald Adv. Agency, Philadelphia, has joined H. M. Dittman Adv. Agency, same city.

ARTHUR MEYERHOFF, head of Arthur Meyerhoff & Co., Chicago agency producing the five weekly quarter hour CBS *Scattergood Baines* program, sponsored by Wm. Wrigley Jr. Co., was in Hollywood during late February for conferences with Jerrold Brandt, producer of the film version of that series now being released through RKO. Brandt, for a reported $100,000, recently acquired film rights to all the Scattergood Baines tales written by Clarence Budington Kelland.

MAX BECKER ADV. AGENCY, Long Beach, Cal., has established Los Angeles offices at 704 So. Spring St., with Bess Loomis as manager. Long Beach office is located at 110 Ocean Blvd.

PECK ADV. AGENCY New York moved March 1 to 400 Madison Ave., occupying the entire 19th floor.

Herrick to Burnett

BURKE HERRICK, for five years radio director of N. W. Ayer & Son, Chicago, on March 3 joined Leo Burnett Co., Chicago, as manager of the radio department, with supervision over all air activities including plans, time schedules, production and casting. His radio experience in New York and Chicago covers a period of more than 10 years, in the course of which he was prominently identified with the air activities of the Ford Motor Co., the Kellogg Co., Illinois Bell Telephone Co., Farnsworth Television & Radio Corp., Studebaker Corp., United Air Lines, and many others.

Mr. Herrick

BERNARD KELLY, for the last five years with Schwimmer Scott, Chicago, has joined Dave Bennett & Associates, same city.

ROBERT COLWELL, radio continuity director of J. Walter Thompson, New York, is taking a two-week cruise to Venzuela.

C. RUSSELL ZEININGER, formerly copywriter with Benton & Bowles, New York, has volunteered for the Army.

RICHARD MEADE, formerly with the San Francisco office of J. Walter Thompson Co., has been placed in charge of production of the company's Seattle office.

WILLIAM DAVIDSON, formerly of the NBC stations relations department, has joined the staff of J. Walter Thompson, New York, as assisant time-buyer in the radio department. Mr. Davidson succeeds Richard Howland who has been transferred to agency's new business department. Philip Mygatt, radio director in the Sydney, Australia, office, has returned to the United States and will assume radio duties as yet unassigned in the agency's New York office.

JOHN B. BISSELL, formerly vice-president of Lawrence Fertig & Co., New York, and previously in the radio departments of Blackett-Sample-Hummert and Compton Adv., New York, has joined H. W. Kastor & Sons as a vice-president in the New York office.

STEVE RICHARDS, formerly manager of the Detroit bureau of United Press, has joined the publicity staff of Arthur Kudner Inc., Detroit, succeeding James Wines, transferred to the service department of the agency's New York office.

PERRY SCHOFIELD, formerly a copywriter with McCann-Erickson, New York, has joined the copy staff of Lord & Thomas, New York.

MICHAEL GORE, formerly account executive with Green-Brodie, New York, has joined Jaspar, Lynch & Fishel, that city, as vice-president in charge of radio.

ARTHUR KANASKE, formerly sales manager of Lube-X System, Chicago, on Feb. 17 joined Behel and Waldie, Chicago, as account executive.

ANDREW M. HOWE, for the last 16 years associate editor of *Printers' Ink*, on March 3 joined the creative and contact department of Arthur Meyerhoff & Co., Chicago.

GAG AND GAGGED, a little of each, inspired this scene in the San Francisco area. Victim of the clutching digits is Wallace Elliott, co-owner of Tomaschke-Elliott Adv. Agency, who is signing a 52-week renewal for *Night Editor*, sponsored on NBC-Pacific Red since 1934 by Cardinet Candy Co. Applying some of his special type of salesmanship is Hal Burdick, writer and presenter of *Night Editor*. Abetting the long-fingered Burdick is Harry Bucknell, KPO-KGO account executive, who helps by guiding the Elliott pen over the appropriate dotted line on the contract.

JOHN HOUSE, formerly of the NBC sound effects division, has joined the radio program staff of Compton Adv., New York.

DAVE BURT has joined the publicity staff of Benton & Bowles, New York, succeeding Alfred Ulmer, transferred to the media department.

RICHARD A. R. PINKHAM, formerly advertising and publicity director of James McCreery & Co., New York department store, has joined Lord & Thomas, New York, as executive on the American Tobacco Co. (Half and Half) account.

J. J. Greene

J. J. GREENE, 62, vice-president of Johns-Manville Sales Corp., died Feb. 20 in Avon Park, Fla. Mr. Greene lived in New Rochelle, N. Y. He handled accounts in Pittsburgh of the Westinghouse Electrical Mfg. Co. and the Aluminum Co. of America for Johns-Manville. He also represented his firm at Schenectady with the General Electric Co. Mr. Greene is survived by his widow and a son, Edward.

GET *MORE* FOR LESS

MORE Uncle Sam's spending over a BILLION TWO HUNDRED MILLION defense dollars in the already rich NORFOLK MARKET—Portsmouth, Norfolk, Newport News!

MORE In this area, WTAR'S night 5,000-watt directional antenna system concentrates power of 10,000 to 15,000 watts—serving ONE MILLION ONE HUNDRED EIGHTY-TWO THOUSAND people with cash to spend, eager to buy!

LESS Cover this bee-hive of activity and spending with WTAR at ONLY thousand-watt rates—a bargain buy in America's No. 1 Sales Area!

COMPLETE NBC RED and BLUE SERVICE ★ NOW 5000 WATTS DAY and NIGHT

National Representatives: EDWARD PETRY & CO.

WTAR

NORFOLK VA. AMERICA'S No.1 SALES AREA

Owned & Operated by NORFOLK NEWSPAPERS, Inc.

5,000 Watts Day
1,000 Watts Night
WMC
NBC RED NETWORK
MEMPHIS, TENN.
THE *Billion Dollar* MARKET

★

Represented Nationally by THE BRANHAM CO.

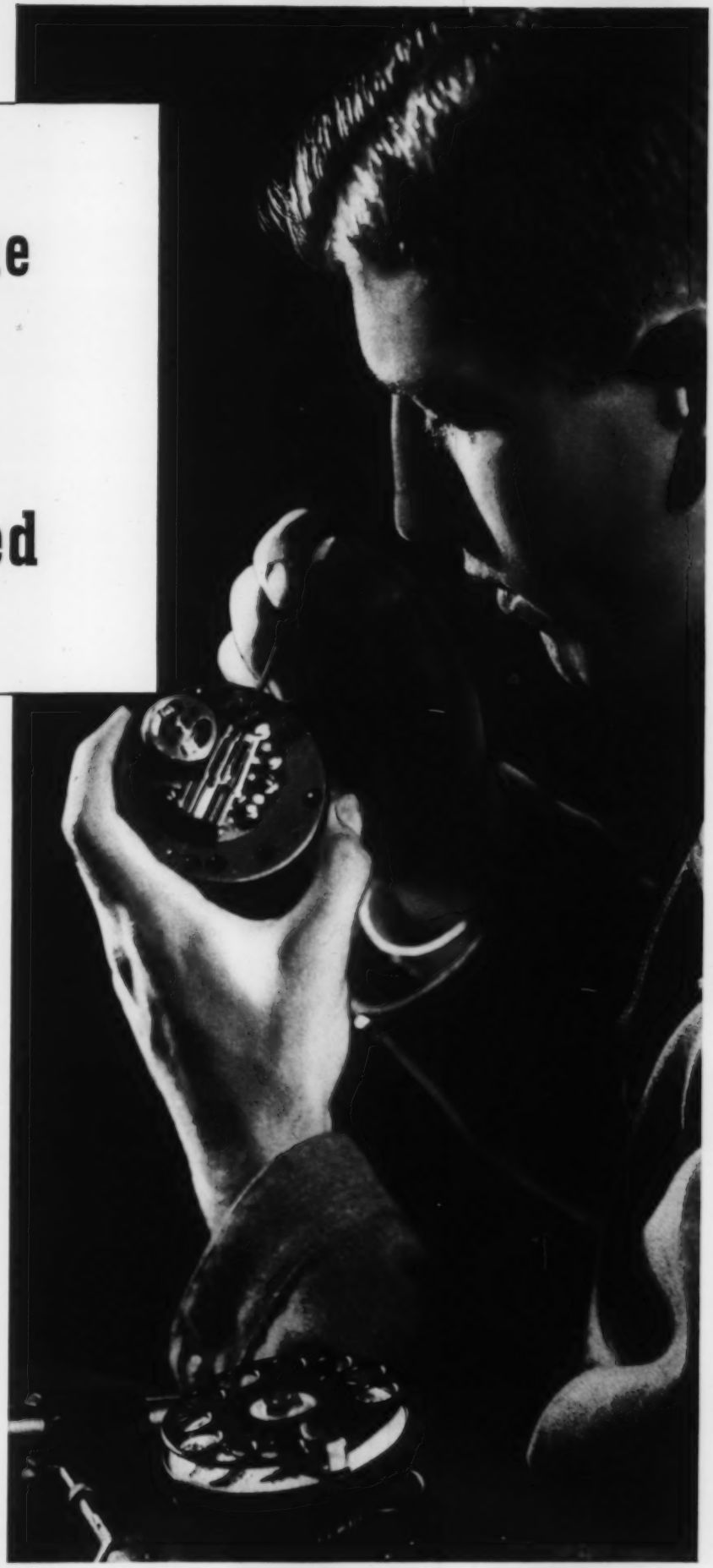
★

Owned and Operated by
The COMMERCIAL APPEAL

★

MEMBER OF SOUTH CENTRAL QUALITY NETWORK
WMC—Memphis WJDX—Jackson, Miss.
KARK—Little Rock WSMB—New Orleans
KWKH-KTBS—Shreveport

The telephone is still being invented



"EVEN before there was a telephone there was the laboratory of Alexander Graham Bell in Boston, where telephones were born. That was 64 years ago, but the telephone is *still* being invented.

"Telephone service is what it is today because engineers never stopped learning more about speech and hearing. In the Bell Telephone Laboratories hundreds of scientists engage in constant research. The results? You talk more easily and hear more clearly today over the telephone because of these men of science.

"From these laboratories, among a thousand and one other things, have come the new streamlined telephones, cables only 2⅝ inches thick carrying 4200 wires, the new coaxial cable that can carry 480 conversations at once, even the wire network over which this broadcast comes.

"No one of the twenty-four regional companies that make up the Bell System could afford such a laboratory. So it is the job of A. T. & T. to maintain this laboratory for all its associated companies. Each company pays its share to carry on this work; every telephone user benefits in the better service it makes possible."

This is a quotation from *The Telephone Hour*—a regular network program heard each Monday night at 8 o'clock, E.S.T. The Bell Telephone Laboratories are constantly studying to improve the faithful transmission of *all* network programs.

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KFI, Los Angeles

Packard Motor Car Co., Detroit, 8 *ta* weekly, thru Young & Rubicam, N. Y.
Macfadden Publications, N. Y. (True Story Magazine), 6 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
P. Lorillard Co., N. Y., (Old Gold cigarettes), 6 *sp* weekly, thru Lennen & Mitchell, N. Y.
The Armand Co., Chicago, (Brisk Shave cream), 3 *ta* weekly, thru Russell M. Seeds Co., Chicago.
A. S. Boyle Co., Los Angeles, (floor wax, cleanser, Antrol), 5 *sa* weekly, thru J. Walter Thompson Co., San Francisco.
Colgate-Palmolive-Peet Co., Jersey City (Palmolive), 2 *sa* weekly, thru Ward Wheelock Co., N. Y.
Charles E. Hires Co., Philadelphia (root beer), 3 *sa* weekly, thru O'Dea, Sheldon & Canady, N. Y.

KPO, San Francisco

Acme Breweries, San Francisco (beer), weekly *t*, thru Brisacher, Davis & Staff, San Francisco.
Standard Beverages, Berkeley, Cal. (Royal Crown Cola), 3 *t* weekly, thru BBDO, Hollywood.
Old Homestead Bakery, San Francisco (bread), 5 *sa* weekly, thru Leon Livingston Adv. Agency, San Francisco.
Walter N. Boysen Co., Oakland, Cal. (paint, oil), 6 *sa* weekly, thru Emil Reinhardt Adv. Agency, Oakland.
Anfo Mfg. Co., Oakland (Snail-Foil), 2 *sa* weekly, thru Emil Reinhardt Adv. Agency, Oakland.
California Chemical Spray Corp., Richmond, Cal. (insecticides), 6 *sa* weekly, thru Long Adv. Service, San Jose.

CKAC, Montreal

Kraft Cheese Co., Montreal, weekly *sp*, thru J. Walter Thompson Co., N. Y.
Pepsodent Co of Canada, Toronto, weekly *sp*, thru Lord & Thomas of Canada, Toronto.
Murphy Paint Co., Montreal, weekly *sp*, thru Cockfield, Brown & Co., Montreal.
Canadian Chewing Gum Sales Ltd., Montreal, 6 *t* weekly, direct.
Lydia E. Pinkham Medicine Co., Lynn, Mass., 5 *sp* weekly.
Libby, McNeill & Libby of Canada, Chatham, Ont., 4 *sp* weekly, thru McConnell, Eastman & Co., Toronto.

WAPI, Birmingham

Griffin Mfg. Co., Brooklyn (shoe polish), 6 *t* weekly, thru Bermingham, Castleman & Pierce, N. Y.
Hava-Tampa Cigar Co., Tampa, Fla., 6 *sa* weekly, 52 weeks, direct.
Starr Pen Co., Chicago (Waltham fountain pens), 3 *t* weekly, thru United Adv. Co., Chicago.
Bond Stores, New York (clothing), 18 *sp* weekly, thru Neff-Rogow, N. Y.
Perfection Stove Co., Cleveland, 3 *sa* weekly, thru McCann-Erickson, Cleveland.

WEEI, Boston

Dr. Ellis Sales Co., Pittsburgh (cosmetics etc), *sa* series, thru Smith, Hoffman & Smith, Pittsburgh.
Parker Bros., Salem, Mass. (games), 2 *sa* weekly, thru John W. Queen, Boston.
Wayne Knitting Mills, Fort Wayne, Ind. (hosiery), *sa* series, thru Aubrey, Moore & Wallace, Chicago.
Christian Science Monitor, Boston, *sa* series, thru A. W. Ellis Co., Boston.

WINS, New York

Barney's Clothes, New York (men's clothes), 3227 *sa*, 52 weeks, thru Emil Mogul & Co., N. Y.
Ward Baking Co., New York (Tip-top bread), 12 *sa* weekly, 52 weeks, thru Sherman K. Ellis & Co., N. Y.
Hebrew Evangelization Society, Los Angeles (religious), weekly *sp*, 52 weeks, thru Tom Westwood Adv. Agency, N. Y.

KSFO, San Francisco

Foreman & Clark, Los Angeles (clothing chain) 3 *sp* weekly, thru Milton Weinberg Adv. Co., Los Angeles.
First Federal Savings & Loan Assn., Oakland, Cal., 5 *sa* weekly, direct.
Hecker Products Corp., New York (Bixby's Jet Oil), 5 *sa* weekly, thru Benton & Bowles, N. Y.
Insurance Securities Inc., San Francisco (insurance) weekly *sp*, thru Theodore H. Segall Adv., San Francisco.
International Harvester Co., Chicago (tractors), 13 *sa* thru Aubrey, Moore & Wallace, Chicago.
Kilpatrick Bakeries, Oakland, Cal. (bakery chain), 15 *sa* weekly, thru Emil Reinhardt Adv., Oakland.
Kellogg Co., Battle Creek, Mich. (All-Bran), 10 *sa* weekly, thru Kenyon & Eckhardt, N. Y.
Langendorf United Bakeries, San Francisco (chain), 10 *sa* weekly, thru Leon Livingston Adv. Agency, San Francisco.
Lever Bros., Cambridge, Mass. (various Lever products), 5 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Loma Linda Food Co., Arlington, Cal. (Ruskets), 5 *sa* weekly, thru Gerth-Knollin Adv., San Francisco.
Manhattan Soap Co., New York (Sweetheart soap), 6 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
New Century Beverage Co., San Francisco (Belfast Sparkling Water), 6 *sa* weekly, thru M. E. Harlan Agency, San Francisco.

KNX, Hollywood

Colonial Dames, Los Angeles (cosmetics), 3 *sp* weekly, thru Glasser-Gailey & Co., Los Angeles.
Nestles Milk Products, San Francisco (Nescafe), 6 *sp* weekly, thru Leon Livingston Adv. Agency, San Francisco.
Dr. Pepper Co., Dallas, Tex. (beverages), weekly *t*, thru Benton & Bowles, N. Y.
Colgate-Palmolive-Peet Co., Philadelphia (Palmolive soap), 3 *sa* weekly, thru Ward Wheelock Co., Philadelphia.
Kay Jewelry Co., Long Beach, Cal. (chain jewelry store), 6 *sp* weekly, thru Sidney Garfinkel Adv. Agency, Los Angeles.

WOR, Newark

Quaker Oats Co., Chicago (cereal), 5 *t* weekly, thru Ruthrauff & Ryan, Chicago.
Blackstone Products Co., New York (Aspirtone), 2 *sp* weekly, thru Raymond Spector Co., N. Y.
R. H. Macy & Co., New York (department store), 6 *sp* weekly, thru Young & Rubicam, N. Y.

KDB, Santa Barbara, Cal.

Southern California Edison Co., Los Angeles (public utility), 6 *ta* weekly, thru Mayers Co., Los Angeles.

WIND, Gary, Ind.

Congress Cigar Co., Newark (LaPalina cigars), 6 *sp* weekly, thru Marschalk & Pratt, N. Y.

KHJ, Los Angeles

Kenstan Products Co., Los Angeles (proprietary), 90 *sa*, thru John H. Riordan Co., Los Angeles.

WCMI Ashland, Ky.

R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Tops tobacco), 6 *sa* weekly, thru Wm. Esty & Co., N. Y.
Chattanooga Medicine Co., Chattanooga (Black Draught), *sa* series, thru Nelson Chesman Co., Chattanooga.
Pepsi-Cola Bottling Co., Durham, N. C. (beverage), weekly *sp*, direct.
B. C. Medicine Co., Durham, N. C. (proprietary), 6 *ta* weekly, thru Harvey-Massengale Co., Durham.
Aluminum Goods Mfg. Co., Manitowoc, Wis. (Mirro utensils), 6 *sp* weekly, direct.

WIBG, Glenside, Pa.

Edgar F. Hurff Co., Swedesboro, N. J. (canned soup), 3 *ta* weekly for 13 weeks, thru John Falkner Arndt, Philadelphia.
Frankford Radio & Electric Co., Philadelphia (radio supplies), daily *sp* for 13 weeks, direct.
Alexander Co., Philadelphia (men's clothing), twice daily *sp* for 13 weeks, thru Harry Feigenbaum, Philadelphia.
Knox Gelatine Co., Johnstown, N. Y., daily *sp* for 13 weeks, thru Kenyon & Eckhardt, N. Y.

WNEW, New York

Red Seal Motors Co., New York, 25 *sa* weekly, 13 weeks, thru The Brenallen Co., N. Y.
California Packing Corp., San Francisco (Del Monte products), 3 *sp* weekly, 13 weeks, thru McCann-Erickson, San Francisco.
Roth-Schlenger, Newark (auto supplies), 25 *sa* weekly, 13 weeks, thru United Service Adv., Newark.

KECA, Los Angeles

C. H. Baker & Co., Los Angeles (shoe chain store), 5 *sa* weekly, thru Sidney Garfinkel Adv. Agency, Los Angeles.
Nassour Bros. Inc., Los Angeles (toiletries), 2 *sp* weekly, thru Milton Weinberg Adv. Co., Los Angeles.
California Spray Chemical Co., Richmond, Cal. (chemical spray), *sa* weekly, thru Long Adv. Service, San Jose, Cal.

KGO, San Francisco

Old Homestead Bakery, San Francisco (bread), weekly *sp*, thru Leon Livingston Adv. Agency, San Francisco.
Health Foods Inc., San Francisco (restaurant), weekly *sa*, direct.
Loma Linda Food Co., San Francisco (Ruskets), 2 *sa* weekly, thru Gerth-Knollin Adv. Agency, San Francisco.

KMPC, Beverly Hills, Cal.

Albers Packing Co., Riverside, Cal., (ripe olives), 3 *sp* weekly, thru Brisacher, Davis & Staff, Los Angeles.
Olson Rug Co., Chicago (rugs), 6 *sp* weekly, thru Presba, Fellers & Presba, Chicago.

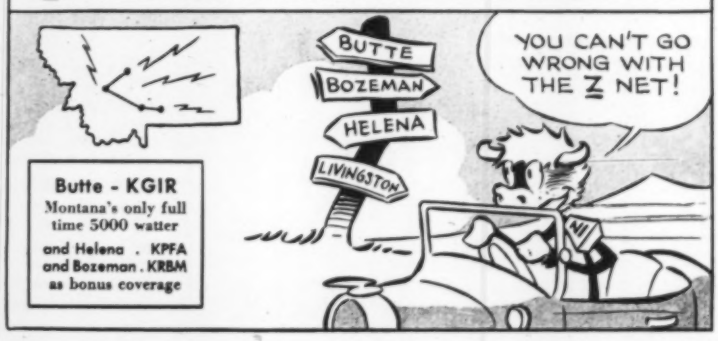
WGN, Chicago

Trimount Clothing Co., Roxbury, Mass. (men's clothing) weekly *sp*, 10 weeks, thru Emil Mogul Co., N. Y.

WBBM, Chicago

Bosco Co., New York (chocolate milk drink), 6 *sp* weekly, 52 weeks, thru Kenyon & Eckhardt, N. Y.

Z NET, THREE STATIONS CONNECTED BY PERMANENT LINES



Butte - KGIR
Montana's only full time 5000 watter
and Helena . KPFA
and Bozeman . KRBM
as bonus coverage

Falstaff Discs and Sports Are Extended Nationally In Cooperative Series

FALSTAFF BREWING Corp., St. Louis (Falstaff Beer), during the week of March 17 starts two series of transcribed shows and renews sports programs on a national spot basis. *Barrel of Fun*, weekly half-hour programs sold to breweries throughout the country on a cooperative basis [BROADCASTING, March 3] will be released by Falstaff on KXOK, St. Louis; WWL, New Orleans; WOW, Omaha; WREC, Memphis; WKY, Oklahoma City; KTUL, Tulsa; KRLD, Dallas; KTRH, Houston; KTSA, San Antonio; WCBS, Springfield, Ill. Contracts are for 26 weeks. These programs feature Charles Ruggles, Benny Rubin and other Hollywood stars.

A thrice-weekly quarter-hour musical series featuring Norman Ross as m.c. will be released on 26-week contracts on WOW, Omaha; KXOK, St. Louis; WSMB, New Orleans.

Sports Time, featuring Tom Dailey, a six-weekly five-minute show on WOW, Omaha, has been renewed for the balance of 1941. *Sports Review*, featuring Henry Dupre, a six-weekly ten-minute series on WWL, New Orleans, has been renewed for 52 weeks. Sponsor has complete sponsorship of all special and sports events on the New Orleans outlet.

On March 1, Falstaff renewed for the balance of the year *One Man's Opinion*, six-weekly quarter-hour sports program featuring John Neblett on KWK, St. Louis. In addition, the brewery will sponsor play-by-play baseball on the St. Louis station.

Three National Sponsors On South Central Group

THREE national accounts are currently using the established South Central Quality Group, regional network. Keyed from WMC, Memphis, are American Snuff Co., Memphis, using Hal Burns and the *Garrett Snuff Varieties* five days weekly, 12:15-12:30 p.m., placed by Simon & Gwynne, Memphis agency. Also keyed by WMC is Humco Co. Memphis (shortening), carrying the *Humco Varieties* five days weekly, 9:15-9:30 a.m., through the same agency.

Keyed from KWKH, Shreveport, is the *Rice Brothers* folk music act, 6:30-6:45 a.m., five days weekly for Chattanooga Medicine Co., Chattanooga (Black Draught), placed by Nelson Chesman Co., Atlanta. Other stations on this hookup are KARK, Little Rock, and WJDX, Jackson, Miss., with WSMB, New Orleans, also available.

CN Adds Stations

WEST DISINFECTING Co., Long Island City (CN disinfectant), on March 3 will start *It Takes a Woman*, five-minute transcribed program, three times weekly on KXOK, St. Louis. Company will also sponsor program thrice-weekly on WABC, New York, starting April 7, with the possibility that more stations may be added. Basch Radio Productions produced the transcriptions, while Moser & Cotins, New York, handles the account.

Radio Advertisers

ARCADE-SUNSHINE LAUNDRY, Washington, D. C., on WOL, and Pendleton Woolen Mills on KALE, Portland, Ore., are new sponsors for Fulton Lewis Jr., MBS commentator, Monday through Friday, making a total of 25 sponsors.

MILLARD BURY, formerly general sales manager of the Sun-Maid Growers Assn., Cal., has been appointed sales manager of Tea Garden Products Co. (preserves and food products), San Francisco, frequent user of radio in the Coast.

McKESSON & ROBBINS, Bridgeport, has introduced a new shaving lotion, called Tawn. No radio plans for the product have been announced by J. D. Tarcher & Co., New York, the agency.

WILLIAM V. MINTEER, Los Angeles (tax counsellor), annual user of radio, has started sponsoring a weekly quarter-hour program, *The Guest Book*, on KECA, that city. Contract is for 13 weeks, having started March 4. In cooperation with Los Angeles District, California Federation of Women's Clubs, different speakers and musicians are presented each week. Douglas Evans is station producer. Agency is Smith & Drum, Los Angeles.

CURTISS CANDY Co., Chicago (Carlton gum), on March 8, started a 26-week schedule of four daily one-minute transcribed announcements on KLRA, Little Rock, Ark. Agency is J. L. Miller, Chicago.

HECKER PRODUCTS Corp., New York (Ceresota flour), on Feb. 24 started a schedule of 12-weekly spot announcements on WKBN, Youngstown. Agency is Leo Burnett Co., Chicago.

TAXTON-FISHER TOBACCO Co., Louisville (Himyar tobacco), on March 31 starts seven-weekly quarter-hour sports commentary programs, featuring Bert Lee, on WHN, New York. Agency is Weiss & Geller, Chicago.

PARAGON HAT Co., Chicago (men's hats), on March 9 started a 13-week schedule of weekly quarter-hour sports programs featuring Jim Evans on WGN, Chicago. Agency is Martin A. Pokrass Adv., Chicago.

CALWHEY CO., San Francisco (Calwhey-health food) frequent user of radio, recently contracted for a weekly quarter-hour program on KQW, San Jose, Cal. and KJBS, San Francisco, titled *Health Discoveries* with Frank Wright, radio director of Theodore H. Segall Adv. Agency, which handles the account, as narrator.

SCARFE & CO., Brantford, Ont., (paints) on March 3 started three weekly quarter-hour musical transcriptions on CKCL, Toronto. Account was placed by McConnell Eastman & Co., Toronto.

J. B. ACKERMAN, assistant director of truck merchandising at the Dodge Division, Chrysler Corp., Detroit, has been appointed director of merchandising and advertising, according to E. J. Poag, assistant general sales manager.

MERRION & WILKINS, Denver (wool brokers) on March 3 began six-time weekly participation in the *Alarm Clock Club*, KOA, Denver, early-morning feature for rural listeners, presenting wool market reports.

PACQUIN'S HAND CREAM Co., Montreal, has started a Sunday transcribed musical program on CFRB, Toronto. Account was placed by Ronalds Adv. Agency, Toronto.

WESTERN CANADA FLOUR MILLS, Toronto (Pioneer Feeds) started as a test on March 3 farm show five times weekly on CJGX, Yorkton, Sask. Account placed by A. McKim Ltd., Toronto.

LIBBY, McNEILL & LIBBY of Canada, Chatham, Ont., (canned foods) on March 4 started *Pierre et Pierrette* quarter-hour French musical program Tuesday through Friday on CKAC, Montreal. Account was placed by McConnell, Eastman & Co., Toronto.

Stock Show Spots

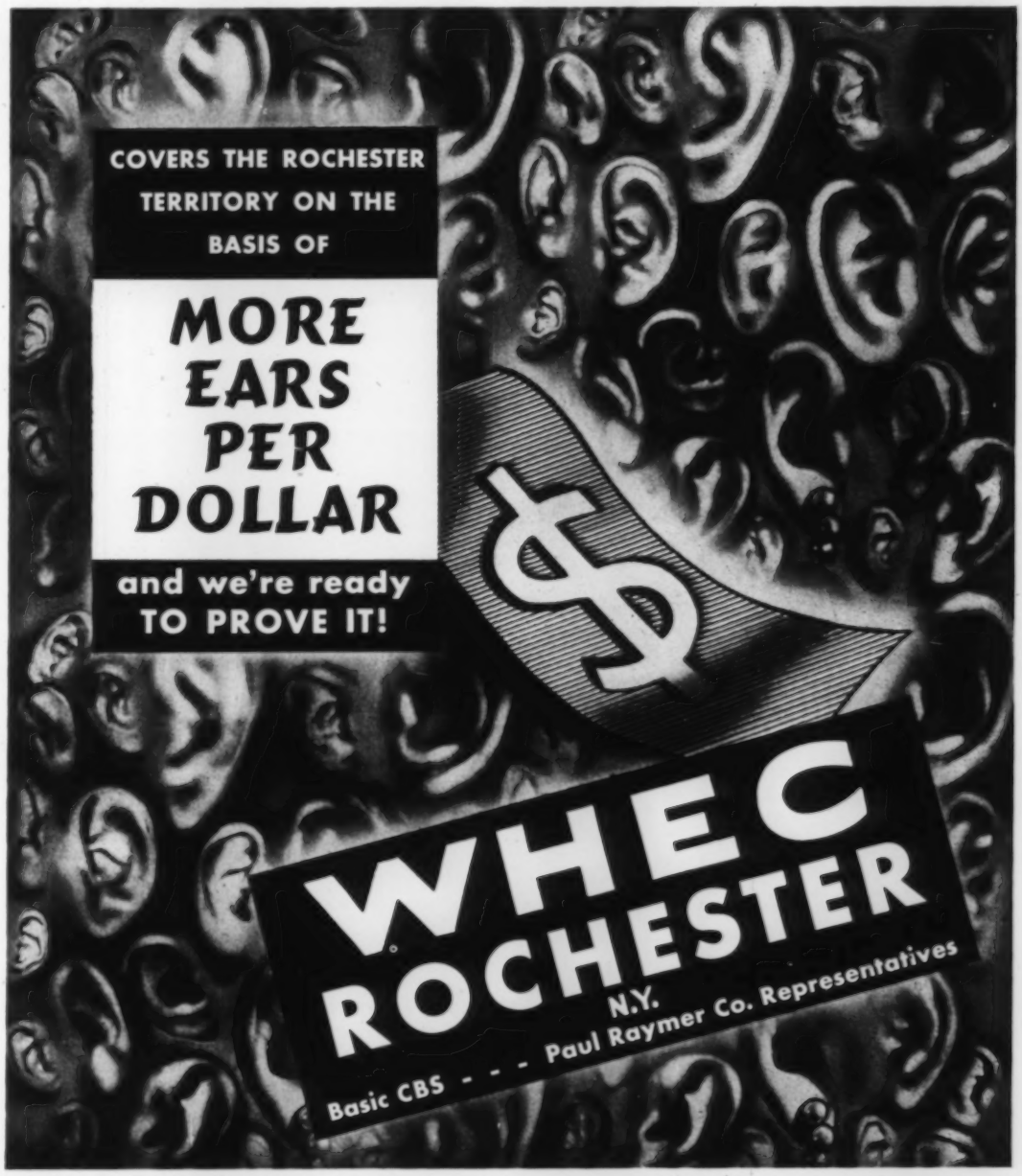
HERALDING the Southwestern Exposition and Fat Stock Show March 7-16, a heavy campaign is being used to sell the event. A combined total of 296 spot announcements, 257 on KGKO, Fort Worth, and the remainder on WBAP, Fort Worth, is being placed by Advertising Business Co., Fort Worth. The two stations are also presenting 51 special-event sustaining and commercial shows from the exposition grounds. Covered will be the various rodeo events with Harold Hough, characterized as the "Hired Hand," handling the commentary and several transplanted studio programs.

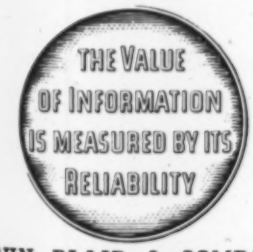
KASS CLOTHING Co., Chicago (men & women's apparel), on March 3 started a 52-week schedule of six-weekly quarter-hour news broadcasts on WJJD, Chicago. Agency is D. Weiss Adv., Chicago.

LOMA LINDA FOOD Co., Arlington, Cal. (Ruskets), recently purchased participating sponsorship five times weekly in the *Housewives Protective League* on KSFO, San Francisco, and three times weekly on the *Housewives Protective League* conducted by Fletcher Wiley on KNX, Hollywood. On Feb. 28th firm concluded sponsorship of two participations weekly on the *Ann Holden* program on KGO, San Francisco. The sponsor may expand its radio advertising in the next few weeks. Agency is Gerth-Knollin Adv. Agency, San Francisco.

CHICAGO RUG & CARPET CLEANERS, Chicago, on March 10 starts a 10-week daily one-minute participation in the *June Baker Home Management* program on WGN, Chicago. Agency is Robert Kahn & Assoc., same city. Charles A. Stevens & Co., Chicago (dept. store), has renewed for 13 weeks its weekly quarter-hour foreign news analysis by Clifton Utley on WGN, Chicago. Placed direct.

MAX MILLER, author, has dedicated his new book "Reno" to Al Pearce, star of the CBS *Al Pearce Show*. The dedication reads "To Al Pearce—because he is not afraid to be a happy man."


COVERS THE ROCHESTER TERRITORY ON THE BASIS OF
MORE EARS PER DOLLAR
and we're ready TO PROVE IT!
WHEC
ROCHESTER
N.Y.
Basic CBS - - - Paul Raymer Co. Representatives



JOHN BLAIR & COMPANY
National Representatives of Radio Stations

Members of Family Buy Bitner's WFBM Stock

HARRY M. BITNER, publisher of Hearst's *Pittsburgh Sun-Telegraph*, who in 1939 purchased controlling interest in WFBM, Indianapolis, from the Indianapolis Power & Light Co., has applied to the FCC for authority to sell the larger share of his stockholdings to members of his family.

Recorded as holding 1,822½ out of 2,700 shares, Mr. Bitner proposes to sell 1,012½ shares in blocks of 337½ each to Harry M. Jr., his son, who is merchandising and promotion manager of the station; Evelyn H. Bitner, his wife; and Evelyn H. Pierson, of Pittsburgh, his daughter. Each would pay $25,000. Other stockholders are Jeanne S. Bitner, wife of Harry M. Jr., 337½ shares; Jesse L. Kaufman, 220; Ralph S. Euler, 135; Dorothy Kapner, 135; Mrs. Pauline E. Schoen, 50.

Wakefield Named to FCC

(Continued from page 9)

Walker, a member of the FCC since its creation in 1934, was formerly chairman of the Oklahoma Corporations Commisison, the State public utility regulatory body. Commissioner T. A. M. Craven formerly was FCC chief engineer and ranks high as an engineer and scientist. Commissioner Norman S. Case is an attorney and was formerly Governor of Rhode Island. Commissioner Frederick I. Thompson, whose terms expires June 30, is a former newspaper publisher, and Commissioner George H. Payne has had newspaper background and was a member of the New York City Tax Board.

During his service on the California Commission, Mr. Wakefield was represented as being a strong protagonist of the "conference method" of regulating by negotiation, rather than formal proceedings. It is presumed he will urge this procedure at the FCC and probably will find strong support from several Commissioners. Such a development might have an important bearing on future broadcast regulation.

Ray Cecil Wakefield was born in Fresno Aug. 12, 1895. He was graduated from Leland Stanford University with an AB degree in 1916 and a DJ degree in 1918, and was admitted to the California bar the same year. After his graduation, Mr. Wakefield practiced law in Fresno, handling railroad regulatory cases. He was appointed to the California Railroad Commission in January, 1937, and was president of the agency from August, 1938, to January, 1940. Before this appointment, Mr. Wakefield had served as Deputy District Attorney for Fresno County from 1920-23 and was inheritance tax appraiser for the State in Fresno County from 1923 to 1937.

For a number of years Mr. Wakefield was active in County and State Republican Party organizations, having been chairman of the Fresno County GOP committee in 1922 and 1923 and a member during that time of the State Republican Central Committee. He was a California delegate to the Republican National Convention in 1932 and in 1920-21 served as secretary of the Fresno County Republican Committee. Although a Republican, Mr. Wakefield was endorsed by Democratic Governor Culbert Olson, as well as by Senator Downey and other Democratic members of the delegation.

Well Known in Field

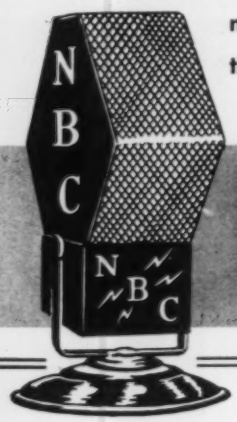
Active in State utility work, Mr. Wakefield is first vice-president and chairman of the executive committee of the National Assn. of Railroad & Utility Commissioners. He is the logical choice for the presidency of the association at the fall convention elections, but because the association seldom names Federal officials to the presidency, it is likely Mr. Wakefield will not seek the post.

Mr. Wakefield lives at Palo Alto at present and maintains his office in San Francisco. His daughter, Doris, graduated from the University of California in 1940 and his son, John, now attends Junior College. He is a member of the First Christian Church and a Mason. His wife is the former Laurel Thompson, of Manhattan, Kan.

Prominent in civic affairs at Fresno, he is a director of the Community Chest and YMCA, and has been interested in adult education and forum activities. He is a member of the Kiwanis International and in 1932 served as California-Nevada District Lieut. Governor. His clubs are the Commonwealth Club of San Francisco, American Bar Assn., California State Bar Assn., Order of Coif, and the Delta Chi fraternity.

A. A. SCHECHTER'S

story of one of the wackiest, most exciting, most indispensable jobs in the world . . .



I LIVE ON AIR

By NBC's Director of News and Special Events with EDWARD ANTHONY

(Co-author of "Bring 'Em Back Alive")

Schechter lets down his hair and talks shop about one of the screwiest jobs in radio. As head of NBC's News and Special Events department he jumps from the ridiculous to the sublime without breaking his circuit and never, well hardly ever, succumbing to apoplexy.

Here is the behind-the-mike dope on such radio landmarks as the fourteen broadcasts in one day from Munich while the Big Four were meeting in the triple-guarded Brown House and the whole world sat glued to their receivers . . . Or maybe you'll go for the Pulitzer Prize Broadcast that took place in the men's washroom . . . Or Schechter's description of his delightful experiences with committees while preparing to cover the political conventions last summer . . . a real heartbreaker (unless you're a Columbia or Mutual man) is his account of NBC's "exclusive" on Howard Hughes' globe circling flight, an "exclusive" that finally included everybody and his brother.

A book jammed with inside stories, gags, scoops, boners—stories of hijinks and heroism, chance and mischance, fate and fortune—paced to the tempo of the most modern news-spreading machine in the world, and the men who report history while it is happening. Illustrated with 64 action photographs. $3.75.

• WACKY

The International Singing Mouse contest was the height of something or other. But even this was topped a few months later when Tony Galento tangled with Shakespeare and, true to his word, "moidud d' bum."

• EXCITING

Broadcasting an exclusive eyewitness account of the Hindenburg disaster . . . hanging to a spar to describe the Graf Spee's ignoble end . . . giving the world a running account of Holland's invasion with bombs dropping in your lap.

• IMPORTANT

Radio has become a potent force in the news world. In this connection, the trade will be interested in Schechter's revelation of N.B.C.'s coverage; how it deals with propaganda; and his description of how Max Jordan, N.B.C.'s Continental News Chief, reports history as it happens.

FREDERICK A. STOKES CO. • 443 Fourth Ave., New York

WDRC

CONNECTICUT'S PIONEER BROADCASTER

NO. 1 TEST CITY

Advertising agency executives vote Hartford the No. 1 Test City for the U. S. A. And that makes WDRC, Hartford, the nation's No. 1 radio station for a test campaign. WDRC gives you the three things that make a test click: coverage, programs, rate.

CBS

Basic CBS for Connecticut

COSTLY WPTF FIRE

New 50 kw. Plant Destroyed

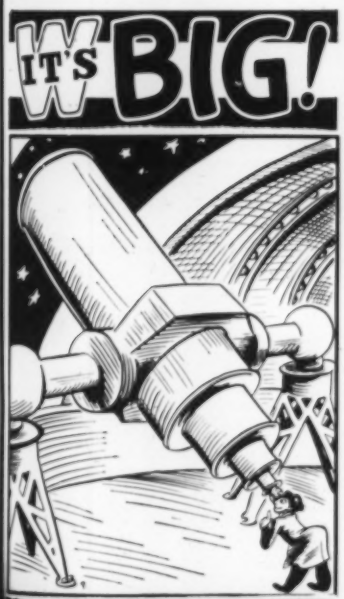
—In Program Tests—

A FIRE of undetermined origin, spreading through the ventilation ducts of the new transmitter house of WPTF, Raleigh, N. C., early last Friday morning destroyed the station's new 50,000-watt Westinghouse transmitter only a few days before it was to go into operation. Although damage extended only to the new transmitter, apart from heat damage to the fire-proof building, the new transmitter layout had an estimated value of $200,000 [BROADCASTING, Jan. 1]. The installation was insured.

Uninjured by the blaze, which was discovered shortly after midnight during program tests with the new transmitter, were the two 370-foot Blaw-Knox towers and the 5,000-watt RCA transmitter used by the station for several years. Damage is estimated between $125,000 and $150,000. Although installation of duplicate 50 kw. equipment will take three months, no interruption in service will result as the station plans to continue using its 5,000-watt transmitter until new equipment is ready again, according to Richard H. Mason, WPTF general manager. The FCC authorized 50 kw. operation July 17, 1940.

Morency-Taylor Reelected

PAUL W. MORENCY, general manager of WTIC, Hartford, and O. L. (Ted) Taylor, president of KGNC, Amarillo, were re-elected district directors of the NAB in district meetings held last week.


IT'S BIG!
The MAGIC CIRCLE
More people make more products, earn more wages, and get more for their crops in WBIG's Magic Circle of fifty miles, than any other like area in the southeast.
Columbia Broadcasting System affiliate.
EDNEY RIDGE DIRECTOR
WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY · CO., NAT. REP.

NEW LATIN SERIES STARTED BY ESSO

ESSO MARKETERS on March 11 will start a series of four times weekly shortwave broadcasts to South America on NBC's shortwave stations WRCA and WNBI in the interests of its oil products, spending what is reputed to be the largest amount to date for a commercial shortwave series to South America.

The programs will feature translations in Portuguese and Spanish of the talks given on MBS by that network's commentator, Raymond Gram Swing. WOR, MBS key station in New York, will wire Mr. Swing's talks to NBC's international division for translation. Series will be heard Tuesday, Wednesday, Thursday and Saturday at 5:45-6 p.m. in Portuguese and at 7:15-7:30 p.m. in Spanish.

NBC announcers for the broadcasts are not yet selected. Agency handling export advertising for Esso Marketers is McCann-Erickson, New York. Esso Marketers is composed of the Standard Oil Companies of New Jersey, Pennsylvania, Louisiana and Colonial Beacon Oil Co.

Esso Oil Burner Drive Is Teamed With Comedy

TIE-IN with the Broadway production "Life With Father" will be the keynote of a 12-week promotion campaign to be launched March 10 by the Oil-Burner Division of Esso Marketers, with radio, newspapers, posters and direct mail as media. The campaign will start with a sales convention at NBC's Radio City, New York, to be attended by 200 Esso sales managers from the East. Stars of the play will appear in a scene from the comedy and a sales sketch.

Special commercials will be used four times weekly for 12 weeks on 13 eastern stations carrying the *Esso Reporter* news broadcast. The radio campaign is handled by Marschalk & Pratt, New York. McCann-Erickson, New York, is agency for newspaper, poster and dealer advertising.

Tobacco Appointment

PENN TOBACCO Co., Wilkes-Barre, has appointed H. M. Kiesewetter Adv. Agency, New York, to handle promotion of Kentucky Club pipe tobacco and Julep cigarettes, effective March 10. Company recently renewed *Vox Pop* program, heard Thursdays at 7:30-8 p.m. on 50 CBS stations. Ruthrauff & Ryan resigned the Penn account when it took over Pall Mall cigarettes for American Tobacco Co.

Candy Participations

ROCKWOOD & Co., Brooklyn (Pecan Feast), has started participation in home economics programs three to six times weekly through Federal Adv. Agency, New York. Besides Yankee Network the sponsoring is using WFBR WBEN WSOC WKRC WGAR WHK KFEL WFBM KHJ KNX WTMJ WOR WTAR WCAE WMBG WFAM WSYR WSPD WRC.

GENERAL FOODS Corp., New York (Post Toasties), has added 32 Don Lee stations and eight eastern stations to its quarter-hour transcribed serial *As The Twig Is Bent* [BROADCASTING, March 3]. Agency is Benton & Bowles, New York.

Network Accounts

All time EST unless otherwise indicated.

New Business

AMERICAN CHICLE Co., Long Island City, N. Y. (Dentyne's gum), on March 5 starts *Bill Henry* on 7 CBS Pacific stations, Wed. and Fri., 6:15-6:30 p.m. (PST). Agency: Badger, Browning & Hersey, N Y.

WELLMAN PECK & Co., San Francisco (food products) on Feb. 23 started for 52 week *Hero of the Week*, on 10 California Don Lee stations, Sun., 4:30-4:45 p.m. (PST). Agency: Theodore H. Segall Adv., San Francisco.

GULF BREWING Co., Houston, on March 3 started *Grand Prize News Parade* on 13 Texas State Network stations, Mon., thru Fri., 6:45-7 p.m. (CST). Agency: Rogers-Gano Adv., Houston.

Renewal Accounts

PENN TOBACCO Co., Wilkes-Barre, Pa., in late March will renew Vox Pop on CBS, Thurs., 7:30-8 p.m. and not on WHOM as incorrectly stated in BROADCASTING March 3. Agency: Ruthrauff & Ryan, N. Y.

Network Changes

SWIFT & Co., Chicago (meat packers), on March 20 ads 68 stations to *Breakfast Club*, making a total of 142 NBC-Blue stations, Thurs., Fri. & Sat. 8:30-8:45 a.m. (CST). Contract for four weeks. Agency: J Walter Thompson, Chicago.

MENNEN Co., Newark (shave cream), on March 23 discontinues *Colonel Sttopnagle's Quizie-Doodles* on 46 CBS stations, Sun. 5:30-6 p.m. Agency: H. M. Kiesewetter Adv. Agency, N. Y.

LIGGETT & MYERS TOBACCO Co., New York (Velvet tobacco), on April 3 (instead of on March 13 as originally scheduled), shifts *Professor Quiz* on 68 CBS stations from Tues., 9:30-10 p.m. to Thurs., 10:15-10:45 p.m. Agency: Newell-Emmett Co., N. Y.

SHIRIFF'S Ltd., Toronto (jams, jellies) has added CKCO, Ottawa; CFPL, London, Ont., to weekly *Fun Parade* originating CFRB, Toronto. Agency: Cockfield Brown & Co., Toronto.

E. I. du PONT de NEMOURS & Co., Wilmington (institutional) on March 31 shifts *Cavalcade of America* on 55 NBC-Red stations from Wed. at 7:30-8 p.m. to Mon. at 7:30-8 p.m., also renewing program for 13 weeks. Agency: BBDO, N. Y.

EMERSON DRUG Co., Baltimore, on April 11 shifts *Ben Bernie* to Sun., 9-9:30 p.m. on NBC-Blue. Agency: Ruthrauff & Ryan, N. Y.

CARTER PRODUCTS, New York, on March 16 shifts *Inner Sanctum Mystery* on NBC-Blue to Sun., 8:30-9 p.m., increasing to 94 stations. Agency: Street & Finney, N Y.

IN BALTIMORE IT'S WFBR
NATIONAL REPRESENTATIVES EDWARD PETRY & CO.
ON THE NBC RED NETWORK

ATLANTA
A Fort Industry Market

WAGA Pulled More Than 14,000 Letters for One ADVERTISER Leading 15 Stations He Is Using.

Each Letter Contained At Least Ten Cents In COIN!

Let WAGA Write a SUCCESS STORY For You!

A FORT INDUSTRY STATION
The Blue Ribbon Station
WAGA
ATLANTA, GA.

THREE FM GRANTS APPROVED BY FCC

AUTHORIZATION of commercial FM facilities to Maj. Edwin H. Armstrong, inventor and pioneer in the development of frequency modulation, highlighted the FCC's action of March 5 in granting three additional FM construction permits and bringing the total number thus far to 42. Besides Maj. Armstrong's grant in Alpine, N. J., construction permits were issued for Chicago and Rochester, N. Y.

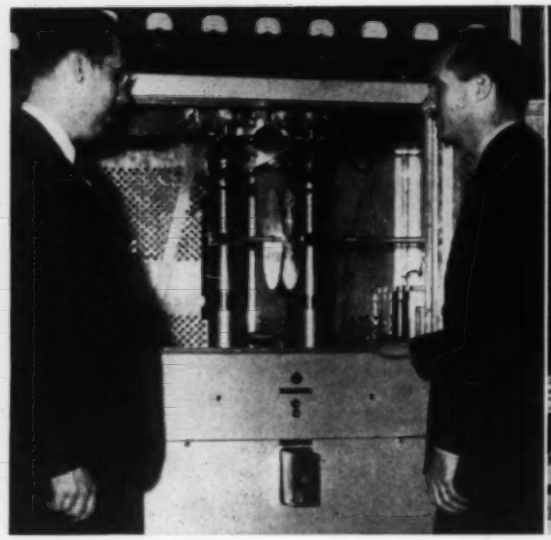
Maj. Armstrong was authorized to utilize the site of his present experimental high-frequency station, W2XMN, at Alpine, as the location for the new Class D station to operate on 43.1 mc., serving 15,610 square miles embracing a population of 12,200.000 in portions of New Jersey, New York, Connecticut and Pennsylvania.

Chicago Station

The Chicago grant was to the Moody Bible Institute of that city to operate on the same non-commercial basis as it now conducts standard broadcast station WMBI. 47.5 mc. will be employed to serve 10,800 square miles with a population of 4,500,000. The third grant was to the Stromberg - Carlson Telephone Mfg. Co., Rochester, to use 45.1 mc., to cover 3,200 square miles and a population of 585,000. Proposed transmitter location is 89 East Ave., in Rochester, present location of the company's experimental FM station, W8XVB.

Only applications received by the FCC for FM during the past week were from WJR, The Goodwill Station, Detroit, requesting to change their original application for 43.7 to 45.3 mc., and the request of W69PH, adjunct of WCAU, Philadelphia, to modify its construction permit in regards to equipment.

AMERICAN GUILD of Musical Artists has moved its New York headquarters to 2 W. 45th St. New telephone number is Murray Hill 2-5644.



COMMERCIAL FM became a reality in Nashville March 1 when W47NV, FM adjunct of WSM, Nashville, took the air on a full commercial scale. Looking over the new station's custom-built 20 kw. FM transmitter, constructed by the WSM engineering staff, is Jack DeWitt, WSM chief engineer, and Warren McNeil, Tennessee bureau chief of Associated Press. At right, H. H. Campbell, president of Standard Candy Co., Nashville, slaps the monicker on the first sponsorship contract on the first commercially operating FM station, while Tom Stewart, program director of W47NV, grins contentedly. Mr. Campbell also qualifies as the No. 1 sponsor to sign on WSM, thus attaining a two-time "first" in Nashville radio sponsorship.

New FM Station of WSM, in Nashville, Starts Operation With 70 Hours Weekly

BECOMING the first FM station to start operating on a regular schedule under full-commercial authorization by the FCC, W47NV, Nashville, FM adjunct of WSM, on March 1 started a weekly schedule totaling 70 hours of FM broadcasting. The station, operating with 20 kw. power on 44.7 mc., broadcasts from 1 to 11 p.m. weekdays and 11 a.m. to 9 p.m. Sundays.

The station incorporates several unique operating factors. Its antenna, completely insulated from WSM signals, utilizes the 878-foot transmitter tower of WSM, and technical operation of both WSM and W47NV centers in the WSM transmitter house [BROADCASTING, Dec. 15]. The FM transmitter, designed by WSM Chief Engineer Jack DeWitt, is said to utilize a new method of generating Armstrong wide-swing FM signals and was custom-built under direction of Mr. DeWitt by members of the WSM engineering staff.

The four-element FM turnstile array on the WSM tower, connected by coaxial cable to the transmitter house, is located just below the flagpole topping the tower. The coaxial line from the transmitter terminates at the base of the tower in a matching section which feeds the open wire line on the tower, an arrangement claimed to operate not only as an effective filter separating the AM signals of WSM and the FM signals of W47NV but also as a lightning ground for the entire structure. The FM signal is generated in a single relay rack unit in the control room of the transmitter house, coupled successively to a three-stage 1,000-watt amplifier and a 20,000-watt amplifier. The main rectifier and other power supply equipment are located in the basement of the transmitter house.

Although a complete separate staff has not been set up, Program Director Tom Stewart and Announcers Bill Terry Jr. and Hebert Oglesby are handling programs of the station. Coverage of the station is being tested, but preliminary reports from listeners indicate that coverage comes up to calculations, it was stated. First regular listener reporting lived in Beaver Dam, Ky., about 90 airline miles from the transmitter.

Finch Gets Licenses

WITH issuance of a facsimile experimental license to Finch Telecommunications Inc., Passaic, N. J., for use at its Bendix Airport laboratory, Bendix, N. J., W. G. Finch, president, announced that his company has been licensed by Maj. Edwin H. Armstrong to manufacture FM mobile communications and miscellaneous equipment. The new facsimile test station will be known as W2XAH and will use frequencies between 30 and 40 mc. adjacent to the FM channels, with power of 1,000 watts.

WTAG's FM Station

W1XTG, FM station of WTAG Worcester, Mass., began operating March 3 with a series of music and news programs independent of WTAG, which is owned and operated by the *Worcester Telegram & Gazette*. The FM outlet operates from 6:30 a.m. until midnight, claimed to be the longest FM schedule in the country.

REL

FM's PIONEER MANUFACTURER

Do you want your F.M. transmitter to be delivered promptly? We've already delivered dozens of them on time.

Do you want your F.M. transmitter on the air a few hours after you get it, with a full powered reliable signal?

We've already done this a dozen times. There's a whole world of difference between designs on drawing boards, and finished operating equipment.

Do you want to go ahead with F.M.—Then buy REL and go to it.

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

APPROVED CRYSTALS for the new frequencies
$25.00 each
HOLLISTER CRYSTAL COMPANY H WICHITA, KANSAS
Wire or phone c/o Hotel Lassen

In the CONTROL ROOM

RALPH SHULTZ, member of the engineering staff of WJSV, CBS Washington station, and Helen Harper, secretary to WJSV Manager A. D. Willard Jr., have announced their engagement and plan to be married in Washington March 17. They will take a honeymoon trip to the Shultz homeown, Fort Collins, Col. Miss Harper plans to resign. Shultz came to WJSV a year ago from the CBS Chicago office.

A. SLUSSER, transmitter engineer of KOA, Denver, has been elected secretary of the local Navy Officers Pool, whose 25 reserve officer members hold weekly meetings. A. C. McClelland, of the KOA engineering staff, recently was called for active duty with the Navy. Verne Andrews, KOA control engineer, is the father of a girl born late in February. Mrs. Andrews was KOA receptionist before her marriage.

WILLIAM M. MANROY, WCNC, Elizabeth City, N. C.; Fred Heister, KGIR-KRBM Butte, Mont.; Wayne Fernyhough, KWJB, Globe, Ariz.; and William Blackshear WARD, Brooklyn N. Y., all graduates of National Schools, Los Angeles, have been appointed chief engineers of their respective stations.

HELVI MUSTAPARTA, secretary to Andrew D. Ring, FCC assistant chief engineer in charge of broadcasting, eloped Feb. 22 with L. Dean Terry, photographer on the staff of the Department of Agriculture. Married in Camden, S. C., they honeymooned in Florida, and now reside in Arlington, Va., Washington suburb.

GOMER L. DAVIES, of Cleveland, has patented a new modulation system (Patents No. 2,232,591 and 2,232,592) which he has assigned to the Washington Institute of Technology, Washington, D. C.

PAUL TWEHOUSE, of Newport, Ky., has joined WCMI, Ashland, replacing Sam Peters, who has taken a Government post.

THEODORE KALIN has joined the engineering staff of WELI, New Haven, Conn.

WILLIAM HAUSER, studio supervisor in charge of engineers of WBZ, Boston, is the father of a girl born Feb. 27.

ALLAN FERRES, engineer of WHN, New York, was called last month as a member of the Naval Reserve.

Thomas S. Baker

THOMAS SMITH BAKER, traveling engineer for Tropical Radio Telegraph Co. and former chief engineer for Press Wireless and Hearst Radio Inc., died Feb. 27 at Mt. Alto Hospital, Washington, following an illness of several weeks. A radio operator during the World War, he was born in Sullivan, Me. in 1896. For a number of year prior to his service with Press Wireless, he was associated with RCA at Bolinas, Cal. He was a member of the Institute of Radio Engineers, American Institute of Electrical Engineers and the Radio Club of America.

A. C. McCLELLAND, engineer of KOA, Denver, recently called for active duty with the Navy, has been assigned as radio man, first class on a battleship.

DON GILMORE formerly transmitter engineer of WSYR, Syracuse, N. Y., has been promoted to plant supervisor of the WSYR transmitter.

ERNEST KRUGER has joined the engineering staff of KSCJ, Sioux City.

Stores' Video Studio

METROPOLITAN TELEVISION, New York, has engaged the Washington Institute of Technology as construction engineers for its television and FM stations, which will be erected atop the Hotel Pierre in mid-Manhattan. Dr. Frank Kear of the Institute will supervise the installation, according to I. A. Hirschmann, vice-president of Bloomingdale Bros., co-owner of the station with Abraham & Strauss, Brooklyn, both department stores. Mr. Hirschmann said that a program formula has been worked out, comprising public service, merchandise demonstration and education and that experimental broadcasts will begin as soon as the installation of equipment is complete, the date being indeterminate because of the uncertainty of deliveries of necessary apparatus caused by the defense program.

CALL LETTERS assigned by the FCC to recent new station grants are: WINC, Winchester, Va.; KGBS, Harbenito, Tex.; WWSR, St. Albans, Vt.; KHON, Honolulu, T. H.; KHMO, Hannibal, Mo. KLAH, Carlsbad, N. M., has changed its call letters to KAVE.

NOW YOU, TOO, MAY CUT TELEGRAPH COSTS 15% TO 20%

By letting Postal Telegraph check communications files, others have made astounding savings! This free survey shows up waste, and provides easy-to-follow plan to *stop* waste permanently!

For Free Telegraph File-Analysis—With No Obligation to You—Wire Collect: *H. A. Davis, Postal Telegraph, 253 Broadway, New York City.*

WIRE COLLECT:

Postal Telegraph

The FM ANTENNA to meet your specific needs . . .

in the News!

THE NEW IMPROVED

LINGO FM TURNSTILE ANTENNA

PATENTED

Write for Further Information

Quotations will be gladly submitted for individual applications only, and will include the essential tubular steel mounting pole, turnstile elements, coupling equipment, transmission lines feeding the elements, etc. Climbing steps, lighting equipment and sleet melting units are also available as optional equipment. Write today for complete facts and please indicate your proposed frequency, power and location.

Constructed by a company whose experience in designing and erecting vertical structures dates back to 1897 . . . and proved under actual performance at the "birthplace" of FM—W2XMN, Alpine, N. J. Now the finished product—the result of a basically sound process of development—a distinct improvement over all previous designs. Among its important features:

• *Antenna radiates a horizontal polarized signal with uniform circular field pattern* • *Custom built and factory adjusted to the operating frequency* • *No field adjustments necessary* • *Improved, simplified method of feeding and coupling* • *Turnstile elements fed by coaxial lines, no open turnstile wires used.*

This major improvement in FM Antenna design is not an experiment. It has been completely developed, and the performance has been proved by actual tests.

JOHN E. LINGO & SON, Inc.

Manufacturers of Vertical Tubular Steel Radiators

DEPT. B-3 CAMDEN, N. J.

LINGO VERTICAL TUBULAR STEEL RADIATORS

. . . . Serenade in the Spring

Spring comes early down our way and right NOW is the time to serenade KRRV's listeners with your sales message. There are a million and a quarter of them in 36 counties of prosperous North Texas and southern Oklahoma. KRRV has 1,000 watts, full-time coverage, and a thrifty rate-card. For more information write KRRV, Sherman and Denison, Texas.

An Affiliate of the
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

The Sherman-Denison Station
KRRV
880 KC. 1000 WATTS

THE HEART OF NEW ENGLAND
WLAW 5000 WATTS

STRAIGHT from the HEART

Within a few miles of Station WLAW are a number of cities of over 25,000 . . . 50,000 . . . yes, even 100,000 population. This rich market is reached most effectively with WLAW's new 5000 watt power. Maybe that's why 26 leading national advertisers have signed up since December 1st.

WLAW
LAWRENCE, MASS.

CBS
COLUMBIA AFFILIATE

Turning Point in Copyrights

(Continued from page 13)

the things the ASCAP decree leaves to the broadcasters' discretion. It is like the doctor giving a pill for a stomach ache and seeing to it the patient swallows the pill. The ASCAP decree is like the doctor who says, "This pill will make you well if you take it", and then goes on his way leaving it to the patient as to whether or not he does the swallowing.

Restrains Conspiracy

The ASCAP decree restrains ASCAP from conspiring in restraint of trade. (Section II) It does not provide for competition between its own members (Section II, 1), something many hoped for. However, this in no way is to be considered by the copyright user as defeat. It only means that the broadcasters *must do everything to keep BMI and other copyright groups alive*, to build them so they can be competitive to ASCAP.

Actually, this clause in the ASCAP consent decree can be viewed as operating against ASCAP, if the copyright users will but use their heads and not be wooed away from the principles they have fought for with lumps of sugar that may contain arsenic.

In the ASCAP decree (Section II, 4) as was said before, we have network clearance at the source. This is made mandatory and is a pill of the type delivered by a doctor to cure your ills and he stays right there and sees that you take it. True, the networks may try to pass this load (all or part of it) on to the affiliates instead of making the advertiser who uses copyrighted music pay the bill for the use of such music, thus letting the advertiser who does not have copyrighted music have the advantage of an unearned rate differential.

The advertiser using the copyrighted music should pay for it the same as the advertiser using the 100-piece orchestra and Jack Benny pays for his program and receives the benefits over his competitor who uses a string trio and John Doe.

Frankly, I would much rather deal directly with the networks in this matter of copyright payment on their programs than to have them sit in the background and force me into music contracts with Tom, Dick or Harry whom I know nothing about and whose music the networks might play and for which I would be forced to pay as in the past.

Paragraphs 3, 5, 7 of Section II of the ASCAP consent decree are what put the big question mark in the future. There you have written for you everything else you have been fighting for. Clearance at the source on transcriptions and payment on use. The big catch is that the doctor doesn't see to it that you swallow the pill that will effect the cure. It is there, laid before you ready for you to take or reject as you desire.

Now, then, fellow broadcasters, do you have the guts to go through on this thing? Have you been fighting for principle or for dollars? If you have been fighting for dollars, you are lost because immediate dollars always look bigger and better than dollars some time in the future.

If you have been fighting for dollars, they will be offered you in the form of reduced blanket license fees. It will, in many cases, be hard to turn down such reduced fees but before you accept them read Section VI of the ASCAP decree and the same section of the BMI decree and see what the future may hold for you.

Blanket Fees

If you accept such blanket license fees now, you will be right back where you were in 1932. The rates might even be lower, but the future will hold another period such as 1935 to 1941 has been. If you will stick to your guns and insist on "use method of payment" and clearance at the source on transcriptions from all licensing groups, you will have control of future payments your station makes for copyrights and in the long run save yourself a lot of grief and, with good management, considerable money.

The use method of payment is guaranteed you if *you ask for it, while* the clearance at the source on transcriptions will be given any transcription manufacturer *who asks for it*, and you can force this if you insist that your transcriptions *are* cleared at the source.

Why shouldn't they be cleared at the source? After all, you didn't do the recording; you didn't determine whether or not an infringement takes place; you weren't there; you didn't check the clearance—in fact, you have no sure way of knowing whether or not the number is an infringement. The Department of Justice says transcribed music can be cleared at the source so let's see that it is when we make contracts with manufacturer, agency or advertiser.

Station Control

When network programs and transcribed programs are cleared at the source, the independent station will be directly responsible only for its own studio and remote broadcasts. If phonograph records are played, it will of course be responsible for these, too, but no single blanket license will take care of the broadcasting of phonograph records anyway — they must be cleared the same as a studio program would be.

With control over the amount a station is going to pay for its copyrighted music, a station can have any kind of music it desires to pay for. The fees paid for such music can rightfully be passed on to the advertiser who uses it, or on sustaining programs the stations, in prosperous times, can play and pay for the most costly music it can find while in less prosperous times it can curtail its expenditures by playing public domain or low cost copyrighted music.

There will be some who will say this will lower the grade of music broadcast. I cannot agree with this premise because as long as thousands of dollars go into the production of radio shows a portion of this can always be spent for music. If some one thinks the music should be high-priced, the same as the entertainers on the show may be, then high priced music will be paid for. If you still argue it will lower the standard of broadcasts, let us argue between the cultural value of the Metropolitan Opera and the homely philosophy of Ma Perkins—then let's check them both for popularity. Radio needs and will have both. The broadcaster and advertiser are prone to follow the dictates of Mr. and Mrs. Public under our American System of Broadcasting.

The use basis of purchases for music will in no way reduce service to the public. Rather it will raise it because through judiciously using the "use" method of purchase a broadcaster not only can have funds for the purchase from a single copyright group, but can spread his available copyright money around so he can purchase the best of the music from several different copyright owners or licensees.

Blanket Danger

The inequality of the old 5% system is definitely broken if broadcasters stay away from the temptation of blanket licenses that will be thrown their way. This is going to be harder for the 400 smaller stations to do than for all others. Neither ASCAP nor anyone else has or ever will make a lot of money from these small income stations. They do too small a percentage of the whole broadcasting business. Instead of the $1,250 collected under the old 5% basis from a station grossing $25,000 or the $2,500 collected from the station grossing $50,000 the annual blanket license may well be but $300 or $600 or lower.

ASCAP is not the only one that may try to undermine the use basis of payment we have been fighting for. Don't forget, BMI will be allowed to issue blanket licenses, too. One such blanket license and the proverbial apple cart may be bottom side up. If you do not wish to see history repeat itself, no matter how low the fee offered you on a blanket license, don't take it!

What to Do

What can the independent broadcaster do?

I. Stick together to see that BMI serves the Independent Broadcaster. So that we may have more than a single source of music:

a. Insist that BMI set up immediately a "use" method of payment and accounting so simple and inexpensive to operate that even the station with only three employes can operate under it.

b. Insist that BMI or NAB become a copyright clearance authority with indexed information for all available music in all available

forms, printed, transcribed, filmed, recorded, etc.

1. Permanent master indexes should be kept so that back reference by number may be made from stations' music logs to determine numbers played and eliminate small individual stations from keeping master indexes.

c. Insist that BMI license all transcription manufactures only on a clearance at the source basis. (The decree allows this right.)

d. Insist that BMI or NAB send field men to all member stations to show program departments how to clear music and keep records.

e. Insist that BMI offer to low-income stations a per use method of payment so low in cost that no station can be enticed by a blanket contract. One cent per number on a piece basis, or 4 cents a 15-minute period on a program basis, is not too low for stations with annual income under $25,000.

f. Insist that any blanket license offered by BMI be equal to not less than the per piece rate would be for the type user asking for such license, if that user were to buy 150 numbers daily on a per piece basis. Or, on a per program basis that no blanket license offered by BMI be less than the per program rate would be for the type user asking for such license if that user were to buy music for 35 quarter-hours per day.

How About Negotiations

With the above in effect we will all learn how to clear copyright and protect ourselves against innocent infringements. We will be assured that we will all stick together. We will learn the benefits of this system. We will keep alive and know the value of keeping alive competitive sources of music. We will find we can do this and be of greater public service.

Section II paragraph 1 of the ASCAP consent decree is unquestionably a good section. Now what about negotiations with ASCAP? Do you want someone hired to negotiate for you? Do you want Mr. Miller to negotiate for you? Do you want a committee such as the last NAB Copyright Committee (that asked for a lump sum stipulation from ASCAP, that had a man supposedly representing independent stations who talked of a renewal of the same old license or of a blanket licence) negotiate for you? I don't want any of the above negotiating for me. Some hired outsider or Mr. Miller will not be familiar enough with my business to do any negotiating. Mr. Miller has never spent any time in any station to my knowledge.

A committee which naturally will include the networks is not as bad today as it was in the past as networks are now going to be responsible for their own originations. Possibly a committee is the best bet. But no matter who does the negotiating, if it is to be done for my station without me being present I would want it done with all negotiations made public.

For myself I prefer to make my own negotiations with ASCAP. I have found John Paine of ASCAP to be a very fine gentlemen. I have a better understanding of ASCAP's problems from my contacts with him. I am sure he is now more familiar with the problems of the independent broadcaster.

All broadcasters cannot perhaps negotiate personally. Therefore, there must be a system devised. A small representative committee, its members chosen by representative groups, is possibly the best vehicle but transcripts of all negotiations must be public.

When should such negotiations take place? They can start any time, but first it would seem that a simple, workable "use" method of payment should be worked out with the BMI catalog. A proper clearance method should be established and station personnel taught how to use it. There are 90 days in which to do this.

After music is available on a "use" method of payment, broadcasters must endeavor to use such music. It must be remembered that BMI can live only if its music is *used* under such a system. This is, of course, likewise true of ASCAP.

With ASCAP licensing on a "use" method its music must also be used. The best of all music should and will be made available to the public. The total cost of music to the broadcasters probably will not be reduced; rather it is likely to advance. However, for the money spent, broadcasters will be receiving much more and the public will be better served. Further, the broadcaster will have control over the quality and quantity of use made and the amount of his copyrighted music bill, something that has never been possible in the past.

So, fellow broadcasters, it is up to you whether you now start to cash in on the dividends of the last six years work or whether you slip back down the ladder to the level you were on in 1932. You have the double responsibility of putting your own house in order, as far as the use of music on your respective networks and stations is concerned, and to keep competition alive.

To ASCAP goes the problem of selling the user the desirability of the use of their very fine catalog over that of their competitors. ASCAP now faces the problems of selling rather than forcing. To ASCAP, to BMI and to broadcasters, independents and networks alike goes the task of making friends. A task of learning and understanding the other fellow's problems. A task, I am sure, that will be made much more pleasant than has been the battle-scarred years of the past, a task that when completed will benefit all concerned. A task that could have been avoided back in 1932.

BMI Asks Disc Fees

BMI has sent to recording studios making transcriptions and advertising agencies ordering them, applications for licenses to use BMI selections on discs. Accompanying letter, written March 3 by Preston H. Pumphrey, apologizes for BMI's delay in setting up its system for mechanical royalties and suggests that "if you have made any transcriptions within the last six months you will want to look them over for the BMI tunes on which you owe these mechanical royalties." BMI is charging only "the statutory rate of 2 cents per tune per pressing for the use of BMI originals on transcriptions," the letter states, adding that there is no charge for BMI versions of public domain material. ASCAP publishers charge 25 cents and 50 cents a pressing for their tunes.

Oil Brings Gold to
ILLINOIS
Oil gushers are daily increasing the wealth of the already rich WSOY area. Oil, soy beans, abundant grain crops and hundreds of manufacturing plants give this area ALL the characteristics of an active, responsive test market.
250 WATTS @ 1310
FULL TIME
Sears & Ayer, Nat'l Reps.
DECATUR, ILLINOIS
WSOY

Use It or Abuse It . . . You'll Still Get

BRILLIANT TRANSCRIPTION QUALITY

with a **FAIRCHILD PORTABLE RECORDER**

HIGHER FIDELITY!
EASIER OPERATION!
STURDIER CONSTRUCTION!

Here's the portable recorder that gives you ***more*** service, ***better*** transcriptions, and ***less*** trouble!

The new Fairchild F-26-3 Recorder is made to improve your quality and cut your operating and repair costs. In dozens of stations, the Fairchild F-26-3 is doing double duty as recording apparatus for studio and on-location jobs.

Get full details on this convenient, reliable recorder; write for free illustrated literature today!

FAIRCHILD PRECISION FEATURES GUARANTEE NOISE-FREE, TROUBLE-FREE RECORDING!

- New recording scale in minutes for all pitches, both out-in and in-out.
- Floating motor mount eliminates vibration.
- Amazing new cutterhead with frequency response flat to 8,000 cycles.
- Instantaneous variation of pitch and direction of cut—eliminates expensive feed screws . . . a Fairchild exclusive.
- 16-inch dynamically balanced turntable with direct synchronous drive—assures split-second timing.
- Instant speed change — 78 or 33⅓ r.p.m.

"... it had to satisfy Fairchild first"

FAIRCHILD
Sound Equipment Division
AVIATION CORPORATION

Purely PROGRAMS

CONTROVERSIAL issues of interest to the general public are discussed on the weekly quarter-hour *March of California*, started March 8 on CBS California stations under supervision of Fox Case, the network's West Coast public relations director. Originating from the Governor's mansion in Sacramento, the series is to continue through the present half of the 54th Session of the California Legislature. Feature also will be a resume of the week's activities in the Senate and Assembly, as well as a review of future plans. With Governor Olson and State law makers, department heads also will participate, discussing both sides of issues.

* * *

Legal Perquisites

COOPERATING with the Richmond Chamber of Commerce, WRVA, Richmond, Va., has started a new *Junior Bar Conference* series, on which local lawyers discuss and clarify the rights and financial benefits of newcomers to the military service. Programs are supervised by Walter Bishop, WRVA public relations director.

* * *

In the Limelight

THROWING emphasis on the work of the little men behind the various phases of sports, such as pin-setters in bowling alleys, trainers at race tracks, and others in the sports world who seldom reach the limelight is *Sports Slants*, recently started on KSFO, San Francisco. Jack Gregson handles the weekly program.

Human Interest Stories

DOWN-TO-EARTH, homey human interest stories, picked up in his daily travels about town, are related by Art Baker during the four-weekly half-hour *Art Baker's Notebook*, recently started on NBC-Pacific Blue stations. Striving to find a common denominator which makes a story appealing to a varied audience, he relates happenings about children, animals, food, health and national heroes. The program, a daily feature for the last two years on KFI, Los Angeles, is gauged for participating sponsorship.

* * *

Aid For Tax Woes

TO HELP listeners with the annual income tax problem, WOR, New York, has arranged several broadcasts by leading members of the New York State Society of Certified Public Accountants, giving pointers on how to make out returns prior.

* * *

Lobby Talk

GIVING a new slant to the man-on-the-street idea, KLS, Oakland, Cal., has started *Lobby Forum*, which features thrice-weekly interviews from the lobby of the Hotel Leamington. Eddie Tabor is interviewer.

Music Types

A SYSTEM of typing dance records for the various broadcast periods devoted to recordings of popular dance music has been devised by Arthur Simon, general manager of WPEN, Philadelphia. Continuing to be scheduled in 15-minute stages, each stage will be made up of different types of musical tempos, ranging from swing to waltzes. The early and late *920 Club* as well as *Night Club of the Air*, participating recorded programs, will be set so that each day the same type of music will be heard at the same time on each 15-minute stage. The system was devised to make each recorded program represent a distinct style, with the announcer's copy corresponding with the type music used.

* * *

Defensive Labors

BEHIND the scenes of the nation's defense industries goes the new series of weekly programs, *Defense in the Making*, started March 7 on KYW, Philadelphia. An opportunity to study first-hand the workings of the vast defense industry is afforded listeners with the first quarter-hour program broadcast direct from the Steam Division Works of the Westinghouse plant in Lester, Pa. Here 4,000 skilled craftsmen are working day and night to fill national defense orders aggregating more than $115,000,000. Interviews are conducted with the general manager of the plant, the foreman and workers, explaining the operations going into defense orders.

* * *

Greetings to Patients

CONCEIVED and written by Vic Whitman, the twice-weekly *Hospital Hour* on WCOU, Lewiston, Me., gives kids a chance to talk to their folks in local hospitals. The kids, not allowed to visit in local hospitals, are interviewed in the studio and talk to their mothers or fathers in the hospital, and a nurse at one hospital tells a story on each program. Hospitals and sanitoriums carry the broadcast on p.a. systems, and patients get an outline of the program with their daily menus. The feature highlights Novachord and string music.

GREASE paint nightly draped the features of Bob Ebert, announcer of WOWO-WGL, Fort Wayne, when he took part in several shows launching a Civic Theatre drive for funds. Here Eldon Campbell, special events director, catches Ebert while the makeup artist performs.

Frisco's Charms

EMPHASIZING the charm and culture of San Francisco, a new series of municipal programs, *San Francisco, the City of the Sea*, started March 5 on KYA, San Francisco. The programs consist of dramatized stories of government activities and are presented by the San Francisco Municipal Radio Players, made up of students of the U of San Francisco and the San Francisco Junior College. The presentations are being written by Myrtle V. Fitschen and are under supervision of Aeneas Kane, of the Mayor's office, and KYA Producer Fred Fox.

* * *

In Your Old Kit Bag

TO HELP Canada's war effort, CKCL, Toronto, uses the daily half-hour afternoon *Pack Up Your Troubles*, to tell of war charity affairs, air request numbers of active service units, announce location of mobile recruiting units of the Royal Canadian Air Force, announce vacancies in army and navy units, and carry other features which will aid in the furtherance of Canada's war activities. The program is conducted Mondays thru Fridays by Maurice Rapkin, and is a sustaining feature at CKCL.

* * *

Identifying Initials

BROADCAST from the sales rooms of the sponsoring Maguire Auto Co., *Choose the Clues* is the newest quiz feature on WFMJ, Youngstown, O. Initials of famous people, buildings and such are provided contestants, along with other clues, and if identifications are made within the 60 to 100-second limit, cash prizes ranging from $1 to $5 are awarded. From time to time winners are given a chance to double their winnings by answering questions about DeSoto autos.

* * *

Feminine Portraits

LIVES of famous ladies are dramatized on the new *Drama's Great Heroines* on WGBI, Scranton, Pa. The quarter-hour feature, created and enacted by the Marywood College class in radio technique, presents miniature portraits of everyone from Desdemona to Elizabeth Barret Browning. The programs are produced under direction of John Groller, WGBI production manager and radio instructor at the college.

"I'm the Winged Plug—pulling *more* of Greater Cincinnati's 800,000 women and girls into *more* of its 3,000 groceries and 800 drug stores. Right now, sponsors are using my pull 231⅓ quarter hours during the week. And that, my friends, is proof of the ~~pudding~~ pull!"

NBC RED AND BLUE—5,000 WATTS NIGHT AND DAY

WSAI CINCINNATI'S OWN STATION

REPRESENTED BY INTERNATIONAL RADIO SALES

INS

Says Pacific Coast Newscaster John B. Hughes: "INS has been doing handsome job on the foreign side. We feel proud, boastful of the thorough coverage."

INTERNATIONAL NEWS SERVICE

Youth's Ideas

OFFERING high school youth an opportunity to discuss informally leading issues of the day, KVOE, Santa Ana, Cal., has started a series of weekly half-hour discussion forums, *Youth Talks It Over*. Representative students from the various Orange County high schools participate in the impromptu discussions and question period. The program deals with topics known to the students, such as their viewpoint on education, religion, community life, jobs or college, defense, student government, parents, etc.

* * *

Window Box Progress

CITY DWELLERS with rural leanings are favored on WDAS, Philadelphia, with a new series of garden programs for apartment house dwellers whose only garden is a window box. Gene Edwards, WDAS production head, has prepared a series of garden boxes in the studio, and daily reports will be made on the progress of the planting, with appropriate suggestions for watering and continued care.

* * *

Rural Northwest

DIRECTED to farmers of Oregon, Washington and Idaho, KOIN, Portland, recently started a daily early morning program, *Northwest Farm Reporter*. Ivan Jones is commentator, with Luke Roberts, agriculture director of KOIN preparing the material. It is compiled through cooperation of 25 county agents, as well as the U. S. Dept. of Agriculture, and extension services of Oregon and Washington state colleges.

* * *

Lenten Hymns

DESIGNED for the Lenten season, fifteen Ohio stations are presenting transcribed *Great Hymns of the Churches* every Saturday morning. The program features the Wittenberg College choir. The programs consist of a hymn sung by the choir; a narrated history of the hymn and a sketch of the composer's life. The feature was transcribed at the college. WGAR is the Cleveland outlet.

* * *

Magazine Features

PRESENTING a combination of magazine features such as household hints, music corner and other timely things is the new *Morning Magazine* of KLS, Oakland, Cal. Bert Symmes edits the strip with the help of Mary Dorr and Tommy Franklin.

CAMPAIGN QUESTIONS
Problems of Mayoralty Race Argued in Seattle

FRED WARWICK, of KOMO-KJR, Seattle, recently developed a new wrinkle in political broadcasting with a special full-hour program on which he answered questions bearing on the local mayoralty election. With 13 candidates in the race, Warwick went to one of the candidates, Carroll Carter, and working with Carter's campaign assistants compiled a list of 250 questions and answers covering every conceivable issue in the campaign.

Day before the broadcast advertisements in local papers announced the "quiz" program and invited the public to phone in their questions. As readers responded, a crew of telephone operators at the station took the questions, passed them on to a secretary who matched an answer to each question. Then question and answer were read on the air by Warwick.

* * *

Courteous Driving

THE MOST courteous driving act of the week reported to *Motorists on the Move*, CFRB, Toronto, for R. M. Hollingshead Co. of Canada Ltd., Bowmanville, Ont., nets a special $5 prize on the Friday evening program. Prizes are also offered for most interesting letters in connection with motoring. Service stations have available for listeners mailing cards for free self-identifying license tag key rings.

* * *

The Pedestrian's Side

DEVOTED to pedestrian safety, the quarter-hour *Curbstone Quiz* started March 3 on WXYZ, Detroit, under direction of the Traffic Engineering Bureau of the Detroit Police Department. The thrice-weekly broadcasts originate on downtown streets, with Harold True popping traffic queries at passersby. Cost of the eight-week series is carried by contributions from a group of local business concerns.

* * *

Bandleaders Talk

AS AN innovation for its established *Club 1410* mythical ballroom show, WROK, Rockford, Ill., sends the program's m.c., Morey Owens, around to interview name bandleaders making personal appearances in Rockford or nearby towns. The interviews are transcribed and the records used on future programs.

Carnation to Add

CARNATION Co., Milwaukee (canned milk), in the early part of April will add 20 stations to the current list of 12 stations now carrying transcribed series, *Arthur Godfrey in a Contented Quarter-Hour* three times a week. The program will be heard twice weekly on the 20 additional stations, as yet unselected. It is understood the markets covered will include Birmingham, Los Angeles, Savannah, Bangor, Bay City, Saginaw, Rochester, Greensboro, Pittsburgh, Chattanooga, Knoxville, El Paso, Roanoke, Seattle, Bluefield, Charleston, and Wheeling. Erwin, Wasey & Co., New York, handles the account.

Food Relief Discs

FIRST of a series of transcribed dramatic programs titled *Must They Starve* has been issued to 200 stations throughout the country through the radio division of the National Committee on Food for the Small Democracies, with MBS Commentator Boake Carter telling the story of the hunger and epidemic now rampant in Europe. The quarter-hour series, prepared by the transcription department of WHN, New York, is designed to promote discussion of Herbert Hoover's proposal to provide relief for the 70 million persons in occupied territories. Second series will be released later to 325 stations.

{BEHIND THE SCENES IN RADIO ADVERTISING}

"Baker would sign faster than John Hancock

if he could get the show he wants"

"Dry your tears, partner. Baker's practically sold."

"That's what *you* think! Where're we going to get the 'big-time, big-name' musical show he wants—at the price he's willing to pay?"

"Simple, man, simple. In NBC THESAURUS. Set up an audition. We can't miss."

He's right, station salesmen. Offer that "never could afford radio" prospect of yours a show from NBC Thesaurus and watch how quickly he'll change his mind. Whatever his program need—symphony, swing, "sweet," hillbilly, concert or novelty numbers—you'll find the show he wants at the price he's prepared to pay in NBC THESAURUS. All recorded NBC ORTHACOUSTIC, too, which means reproduction at its best. Over 200 stations now cash in on NBC Thesaurus but there are many good markets open.

And here's an "aside" to advertisers and agencies: for that "limited budget" program problem consider THESAURUS for spot programs. Write today for station list and further information.

NBC THESAURUS

"A Treasure House of Recorded Programs"

RADIO RECORDING DIVISION

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Bldg., Radio City, N.Y. · Merchandise Mart, Chicago · Trans-Lux Bldg., Washington, D.C. · Sunset & Vine, Hollywood

KIDO Boise

NBC Red and Blue

IDAHO'S METROPOLITAN STATION

serves

51%

Of Idaho's Total Retail Building Material Sales

JOHN BLAIR & CO.
Nat. Reps.

AGENCY Appointments

OSCAR MAYER & Co., Chicago, (meat products), to Glen M. Miller Adv. Agency, Chicago. Radio may be included in the future.

SAWYER BISCUIT Co., Chicago, and Manchester Biscuit Co., Fargo, N. D. & Sioux Falls, S. D. (sub. of United Biscuit Co.), to George H. Hartman Co., Chicago. Radio used.

JOHN G. PATON Corp., New York to Charles W. Hoyt Co., New York, for the promotion of Golden Blossom Honey and Yuban coffee. Company is using participating program on WOR.

LEKTROLITE Corp., Stamford (cigarette lighters), to Roy S. Durstine Inc., New York. No radio plans have been announced.

MIDWAY Corp. of America, San Francisco (industrial loans), to Sidney Garfinkel Adv. Agency, San Francisco.

HAPPINESS TOURS Inc., Chicago (travel), to Beaumont & Hohman Inc. Extensive seasonal campaign is planned for spring and summer.

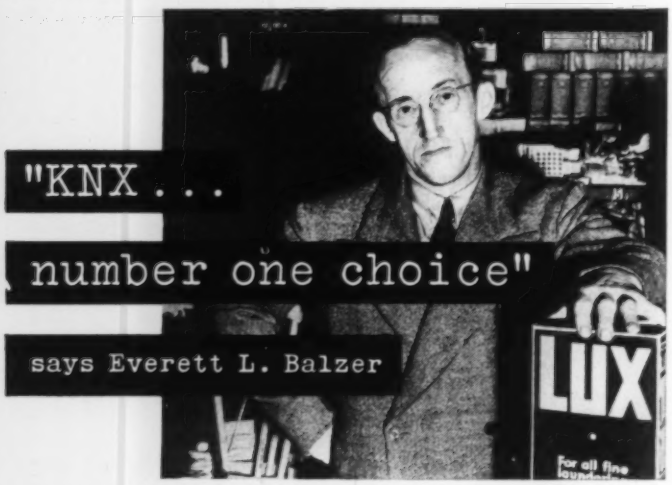
SAFE-T-TEST MILK DEALERS, Buffalo to Ellis Adv. Co. Beginning March 20 dealers will sponsor transcribed *Streamlined Fairy Tales* over WEBR.

COX & TANZ, Philadelphia, has been appointed national representative of WKMO, Kokomo, Ind.

Movin' Tips

FOLLOWING through on the industry-wide *Radio Movin' Day* promotion, Arthur Stringer, of NAB Washington headquarters, has sent to all U. S. stations packets of specially developed ideas and materials for *Movin' Day* activities. Material sent to date includes, in addition to the original color broadside, three broadcast scripts; a copy of the BMI-written *Movin' Day* theme song; spot announcement copy; statements suitable for quotation on special broadcasts from FCC Chairman James Lawrence Fly, FCC Commissioner T. A. M. Craven; FCC Chief Engineer E. K. Jett. Mr. Stringer also announced to BROADCASTING that Governors have agreed to issue official *Movin' Day* proclamations in their States, and that similar proclamations are expected in most States before March 29.

STANDARD BRANDS, New York (coffee), on March 9 reduced its NBC *Chase & Sanborn Show* orchestra from 30 to 18 men. Robert Armbruster continues as musical director. Donald Dickson, baritone, is reported as probably leaving the show following expiration of his current contract.



The prolific sun-drenched San Fernando Valley provides sprawling Los Angeles with much of its fruit and produce. And groceryman Balzer supplies San Fernando Valley families with much of their grocery needs.

Asked about radio influence in *his* section of the rich Southern California market, he names KNX the Number One Choice. He *knows* what KNX has done to establish brand preferences among *his* customers.

People on the sales front know from actual consumer contact that brand preference swings to KNX-vertised products.

Naturally, the station listened to by most people affects the buying habits of most people.

KNX LOS ANGELES

50,000 WATTS

COLUMBIA'S STATION FOR ALL SOUTHERN CALIFORNIA

Owned and Operated by the Columbia Broadcasting System • Represented by RADIO SALES

Lever Movie Series

(*Continued from page 10*)

send all Class A members, reads as follows:

The question of "free talent" radio shows again has become an important issue to screen and radio actors.

A widely-known columnist has approached the Guild seeking approval of plans for a new radio program on which the columnist would provide screen actors. The program would be sponsored commercially for profit.

The Guild board has refused to approve this program, and instructs its members to refuse to appear on the program unless such refusal jeopardizes their contractual relationship with their employing producers.

While the columnist conducting the program plans to make some payment for actors' services (at least the American Federation of Radio Artists minimum), the payment would be far below the usual standard of compensation for the actors.

Further, the total amount paid by the sponsor for the program probably would be far less than the usual value of the actors appearing on the program. On such programs it would be possible, for example, to pay a columnist $1,500 a week for providing actors whose services are worth $10,000 a week.

The Guild's Show

Such a situation is far different from the Gulf-Screen Guild radio show. This commercial production pays $10,000 a week for the actors talent, maintaining wage scales. Actors, of their own volition donate this amount to the Motion Picture Relief Fund. If one columnist succeeds in presenting a "free talent" show, other columnists certainly will expect the same consideration from actors. Such a practice depresses standards of pay for actors appearing on the radio. It also tends to deprive screen and radio actors of work at their regular rate of compensation.

Under the Guild's rule No. 6 no member shall give a free performance on the radio. Acceptance of an amount of compensation so far below the members' usual standard as to amount to evasion of this rule shall constitute violation of the rule.

AFRA's national board has adopted a resolution endorsing the Guild's position on the "free talent" issue, and at its Feb. 6 meeting will adopt a similar rule.

The Guild intends to enforce its rule and urges all members whose contracts do not require free performances, to refuse to appear on radio shows of this type. Even in the case of contracts requiring free radio performances the Guild believes the actor should vigorously protest against appearing on a commercial "free talent" show.

Pabst Sales Stunt

PABST SALES Co., Chicago (Pabst beer), on March 15 will hold a national sales meeting in the main studio of WGN, Chicago, which will be broadcast over approximately 125 MBS stations. During the meeting an official business report from the executives to the distributors will be given and the advertising theme for the future promotion of the product will be revealed. In addition to the business end of the meeting, a variety show with Don McNeill as m.c., the WGN orchestra, under the direction of Harold Stokes, the WGN chorus, under the direction of Robert Trendler, and other entertainers will be heard. This is a one-time performance but likely will be repeated if successful. Agency is Lord & Thomas, Chicago.

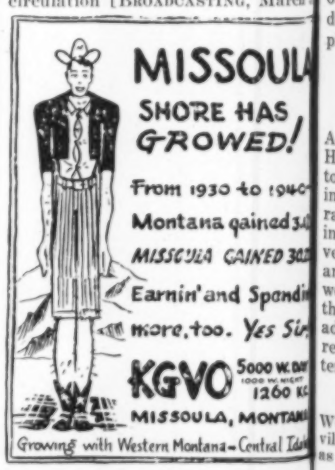
J. W. PEPPER, chairman of the board of J. W. Pepper Inc., New York, has resigned. George P. Butterly continues as the agency's president.

WAGER PAYMENT of Paul Hodges (right), conductor of the *Travel Time* program of WLW Cincinnati, to Robert E. Dunville (left), general sales manager of the Crosley station, is pictured here as he began his two-week assignment of sweeping out the 62,144 square feet of Cincinnati's Union Terminal every night. Bet was made when Hodges said a contest on *Travel Time* offering small cash prizes would not draw 5,000 entries. The 14,243 responses proved Hodges a better janitor than prognosticator.

Soup Series Extended

I. J. GRASS NOODLE Co., Chicago (noodle soup), the second week in February started a 52-week schedule of two weekly five-minute participations in the *Home Forum* on WRC, Washington. Firm is currently using five-weekly participations in the home economics program on WMCA, New York, and two-weekly participations in the home economics program on WGY, Schenectady. Agency is Charles Silver & Co., Chicago.

INDUSTRIAL SURVEYS Co., radio and general consumer and commercial research organization in Chicago, has established New York offices at 30 Rockefeller Plaza, under the direction of S. G. Barton, vice-president. For the last two years or more the company has collected radio audience data through recognized research techniques and in 1940 conducted the recently released coverage study on CBS station circulation [BROADCASTING, March 1].



Pellegrin Named To NAB Position

Good-Will Assignment for Industry Is Contemplated

CONTEMPLATING expansion of promotional activity on an industry-wide basis, the NAB last week announced apponitment of Frank E. Pellegrin, general sales manager of Central States Broadcasting System, as director of its Bureau of Radio Advertising beginning April 1. Nominally, Mr. Pellegrin succeeds Samuel J. Henry Jr., who resigned last month, but the scope of the Bureau's activity will be altered considerably under the direction of the Sales Managers' Division.

Mr. Pellegrin

With KOIL, KFAB and KFOR as general sales manager for the last three years, Mr. Pellegrin is well-known in midwestern radio. He was formerly public relations director of Creighton U in Omaha, of which he is a graduate.

Good-Will Function

The NAB executive committee, at a special meeting in New York last month, tentatively approved the Pellegrin appointment. Don Searle, general manager of the three stations, interposed no objection. He has not yet announced Mr. Pellegrin's successor.

The executive committee reviewed plans under which the scope of the Bureau of Radio Advertising would be enlarged, performing an ambassadorial job for the industry as a whole.

Mr. Pellegrin, 33, is president of the Junior Chamber of Commerce of Omaha and national director for Nebraska of the U. S. Chamber of Commerce. He has had radio experience in selling, writing, producing and announcing, but with emphasis on commercial operations. Last June he was named Omaha's "Outstanding Young Man of 1940" and received the special U. S. Junior Chamber award for contributing outstanding civic service to Omaha during the year. His hobbies are photography and golf.

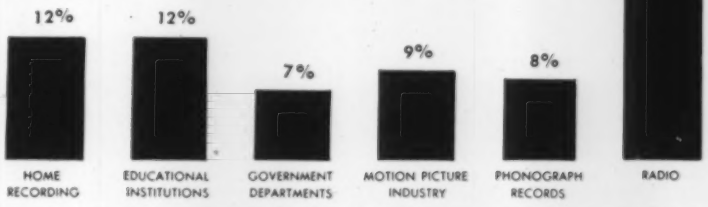
Sam Henry Appointed

APPOINTMENT of Samuel J. Henry Jr., recently-resigned director of the bureau of radio advertising of NAB, as director of the radio department of Vincent Tutching & Associates, Washington advertising and publicity agency, was announced by that agency last week. Prior to his association with the NAB in 1939, Mr. Henry was advertising and sales promotion director of World Broadcasting System, New York.

WQXR, New York, and WINN, Louisville, have appointed The Foreman Co., as national representatives.

Where Aluminum-Base Recording Discs Are Used and in What Proportions

APPROXIMATELY 1,500,000 pounds of aluminum is used annually for the aluminum-base recording discs, and probably 800,000 pounds of this goes for records used by the broadcasting industry, which is by far the largest consumer. According to this graph, developed by National Audio Devices Corp., one of the largest disc manufacturers, 52% of the aluminum poundage used in this field is employed to manufacture discs for use by broadcasters, either for transcribed programs or reference recording. The demand for discs has grown in all the other fields, as in radio, but broadcasting remains the prime individual user. It is estimated the 1,500,000 pounds represents from .2 to .3% of the national production of aluminum. Among the listed users of transcriptions, "home recording", "educational institutions" and "government departments" are cited as less important than other demands, with "radio" classed as at least a necessary "semi-defense" industry so far as its functions are concerned.



Bill Proposes Daylight Saving

(*Continued from page 9*)

defense measure and was patterned after the World War daylight saving law.

Based on four time zones in the United States and one covering Alaska, the McLean proposal provides that the standard time of each zone will govern the movement of all common carriers in interstate or foreign commerce, as well as legal acts, with standard time advancing one hour during the daylight saving season.

Commenting on his proposal, Rep. McLean declared:

"There is a growing recognition in all quarters that everything possible must be done to speed up the defense program. Recently representatives of large industrial and commercial interests have emphasized the advantages to this country of reestablishing National Daylight Saving, such as we had under the law of March 19, 1918.

N. Y. Merchants Stand

"Last week the executive committee of the Merchant's Assn. of New York, which for years has been the leading advocate of daylight saving in the United States, recommended the re-enactment of the national law. From this organization, as well as from many others, I have received convincing evidence that in the present crisis such a law is desirable. It would be both a conservation and a production measure, serving to improve the health of the nation, to increase the energy and the morale of workers and thus to intensify the effort on which we are engaged."

Listing advantages of the national daylight saving plan, Rep. McLean said:

"First and most important it would tend to conserve and promote the public health because of the extra hour of daylight available to workers for healthful outdoor recreation. It will promote efficiency among workers by enabling them to carry on a larger proportion of their activities in the early part of the day and during daylight hours and with less need for the eye-strain which comes with work under artificial light.

"Daylight saving tends to reduce accidents. It has been determined as a result of accurate studies that a majority of industrial accidents occur during the closing hours of the day when artificial light is required. In cases where overtime is required, it will, in many instances, permit this work to be done during daylight hours.

"On the conservation side, daylight saving not only permits the home-growing of foodstuffs, but it reduces the consumption of coal, gas and electricity. Finally, passage of a national daylight saving law would eliminate the confusion which now exists during several months in the United States through the operation of daylight saving in certain parts of the country and its non-observance elsewhere."

DEPARTING FROM the usual radio policy of affording political time on a commercial basis only, WMCA, New York, has scheduled equal free facilities to the Democratic, Republican and American Labor candidates for the Congressional vacancy in the 17th New York district. Candidates may also buy additional time for other talks.

Sales Managers Place Merchandising Problem On Convention Agenda

THE WHOLE question of merchandising practices of broadcast stations will be discussed at the annual meeting of the NAB Sales Managers' Division during the convention May 12-15 in St. Louis, E. Y. Flanigan, commercial manager of WSPD, Toledo and chairman of the Division, announced last Wednesday. Referring to the recent editorial in BROADCASTING titled "Don't Give It Away," urging NAB convention action on merchandising limitations, Mr. Flanigan said the topic definitely had been scheduled.

Although merchandising has been a "bone of contention," the Toledo broadcaster asserted that some stations have done an outstanding job and that it is "'rather hard to predict just how the suggestion of an amendment to the commercial code would be received, as no one likes to be regimented to a definite rule of measurement.

"Frankly, on some stations, merchandising may be considered an evil, and on others, a virtue. Yet, it is quite hard to put a definite limit on exactly how much should be done for a particular selling job. This has always been a problem for the sales managers, and I assure you that it will be one of the subjects under discussion at our annual meeting in St. Louis."

Plagiarism Denied

DENIAL that the song "Gypsy Moon", published by Broadcast Music Inc. in the name of Jack Stanley, Hollywood orchestra leader, was pirated from an ASCAP writer, was entered on the Los Angeles county records in late February. Disclaimer was filed in answer to a $50,000 plagiarism suit brought against Stanley, Joan Whitney, lyricist-vocalist, and BMI by Charles Rosoff, ASCAP composer, and Adelaide Halpern. Plaintiffs assert that they collaborated in writing the song "That Gypsy Moon", many years ago, and that it was subsequently pirated by the defendants. In the deposition Stanley said that he had long used the number as a signature song for his orchestra on a local station.

Meade Gets TSN Post

CHARLES B. MEADE, formerly manager of KNOW, Austin, Tex., and veteran of 17 years in radio, has been named program director and production manager of the Texas State Network. Meade started his radio career in 1924 at WLW, Cincinnati, and went to Texas in 1939 as KFJZ salesman and TSN actor. He was commercial manager of KFJZ from September, 1939, to January, 1940, when he became manager of KNOW, only recently giving up his KNOW duties to assume his present capacity. From 1931 to 1938 Meade was vice-president of J. Ralph Corbett Inc., marketing, merchandising & national sales representatives for WLW.

WHITE Laboratories, Newark (Feen-a-mint), on March 30 will shift *Double or Nothing*, heard Sundays on MBS at 6-6:30 p.m., from New York to Cincinnati for the one broadcast. Program will be broadcast from Cincinnati Music Hall, and will be part of local community chest drive with Mayor Tom Stewart, Bucky Walters and Paul Derringer of the Cincinnati Reds as guests William Esty & Co., New York, handles the account.

BUSINESS is good in British Columbia. Your business will be better with

CJOR
Vancouver, B. C.
National Representative
Joseph Hershey McGillvra

FM
with *Simplified* CIRCUIT DESIGN
GENERAL ELECTRIC

(U.P.)
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
UNITED PRESS

The Northwest's Best Broadcasting Buy
WTCN
AN NBC STATION
MINNEAPOLIS ST. PAUL
Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS TRIBUNE and TIMES TRIBUNE.
FREE & PETERS, INC. — Natl. Rep.

Studio Notes

BIG LEAGUE baseball's star players, managers, rookies and coaches are being presented in a special transcribed *Spring Training* series conducted by Pat Flanagan, WBBM-CBS, Chicago, sports announcer, on WBBM each Tuesday, Thursday and Saturday through April 5. Flanagan is visiting 10 teams in seven Florida towns. Programs are recorded at the various league training camps. Series is sponsored by Stephano Bros., Philadelphia (Marvels cigarettes).

WITH the idea of stressing "public service" type programs this spring, WMCA, New York, is preparing a *Night School of the Air* series with professors from eight New York universities discussing various subjects on each of the five weekday nights. Also in preparation is a script program titled *Doctors for Defense*, by John Wayne.

APPROXIMATELY $40,000 in donations was received by the Greek War Relief Society as a result of its four-hour broadcast from 11 p.m. to 3 a.m. March 1 on WBNX, New York. Six Greek orchestras, radio, stage, concert stars and civic notables participated on the program More than $2,000 in small bills was collected at the studio from listeners who came in to give their donations.

PROGRAM PLANNING BOARD in the National Youth Administration Radio Workshop has prepared three new patriotic shows to replace the broadcasts which have been discontinued because of a cut in NYA personnel. *See America First* features the newly formed NYA military band and starts March 17 on WNYC, New York's Municipal station. Native American music is heard on *Song of America*, which started March 1, and *Promise of America* starts March 13 with weekly dramatizations of youth's part in the building of America.

WOR, New York, has arranged its Sunday schedule to include an hour and a half of children's programs from 8:30-10 a.m. Programs are *First Offender*, a dramatic series based on prison case histories; *Uncle Don Reads the Comics*, and *This Wonderful World*, Bob Emery's natural history quiz.

KLZ, Denver, is presenting a new program, *Colorado Speaks*, Wednesday nights featuring a round-up of editorial opinion from Colorado newspapers. Fred Fleming, KLZ news editor and Derby Sproul, handle the program.

KSFO, San Francisco, recently purchased a Pontiac station-wagon, with which to transport crew and equipment to special events. The car is air-conditioned and heated and equipped for all types of pick-ups.

NBC Trophies

NBC's international division looks like the headquarters of an African safari these days with the gifts sent in by an admirer of shortwave broadcaster Arthur Deter from Angola, Portuguese East Africa. Fan is S. B. Coles, a radio engineer, who has already sent Deter a leopard skin, a zebra skin, one 12-foot python skin and the horns of an unidentified beast. The trophies will be hung on the walls of the international division along with letters received from all over the world from listeners to NBC's shortwave broadcasts.

WINS Plans to Build New Studios by Summer

WINS, New York, following the recent grant by the FCC to increase its power to 50,000 watts, has announced plans to move about June 1 from East 58th St. to new studios at 23-31 W. 43d St. According to C. H. Hackett, managing director, the station will occupy an entire floor of the building and will erect eight "floating" studios, five large and three smaller ones, together with an auditorium.

Modern RCA equipment will be used in the studios and control rooms. Some of it is not yet in production but will be available when WINS occupies its new quarters. Final details on the new directional antenna the station plans to erect at its present transmitter site at Carlstadt, N. J., have not yet been completed, and no construction company has been appointed for the work, which will be under the direction of Paul Von Kunits, WINS chief engineer.

The station announced it has terminated its affiliation with the New York Broadcasting System, of which it was the key station prior to the first of this year.

WPEN, PHILADELPHIA, has inaugurated an "on-the-hour" schedule for news broadcasts. From 7 a. m. to midnight closing daily, every available on-the-hour spot will be utilized for a five-minute news broadcast.

WIBG, GLENSIDE, PA., salutes defense industries on its early-morning *Dawn Busters* recorded show. The various quarter-hour periods are dedicated to the early risers who work at the Philadelphia Navy Yard, the Frankford Arsenal, Quartermasters Divisions, various ship-building concerns and other firms in the station's listening area engaged in national defense work.

KOA, Denver, on March 14 will be host to 1,100 radio servicemen of the Rocky Mountain region at a special meeting to discuss the March 29 reallocation under the Havana Treaty.

WTMJ, Milwaukee, in support of the defense program broadcasts a weekly 15-minute transcription prepared by the U. S. Army recruiting service; *Life in the Army*, weekly transcribed program by Wisconsin draftees at Camp Beauregard, La., and *Johnny Gets His Wings*.

BRITISH UNITED PRESS announces that CJIC, Sault Ste. Marie, Ont., and CKRN, Rouyn, Que., started BUP service early in March.

TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . . .
CHNS
Halifax, Nova Scotia
JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

CRASH of an Eastern Airlines plane just outside Atlanta Feb. 27 meant a busy day for the staff of WGST, CBS outlet in Atlanta. At a news flash on the catastrophe CBS' Washington and Charlotte keys, WJSV and WBT, asked WGST to cover for them early the morning of Feb. 27. Contacting EAL Operations Manager Pabst in Atlanta, WGST gave listeners early word on the death of Rep. Byron (D-Md.) and the survival of Capt. Eddie Rickenbacker, president of the airline. Installing lines into the local Piedmont Hospital, the station later in the morning carried a brief comment from Capt. Rickenbacker through Dr. Louie D. Newton, pastor of the Druid Hills Baptist Church, and interviewed other survivors. WSB, Atlanta, also covered the disaster, starting with a 5:30 a.m. announcement on the *Dixie Farm Hour* and an on-the-spot description of the crash scene. Gathered outside Capt. Rickenbacker's door at the hospital are Gordon Eaton, WGST announcer (squatting); Dan Buchanan, engineer (bending over); Ellis Holmes of WGST (standing, left); Dr Newton; John Fulton, WGST program director (right).

KFBC, Cheyenne, Wyo., handled three 500-mile remote control broadcasts recently when it covered a three-game trip of the U of Wyoming basketball team. Broadcasts were originated at Brigham Young U, Provo, Utah; Utah U, Salt Lake City; and Utah State U, Logan.

WHOP, Hopkinsville, Ky., on Feb. 26 started a new series of weekly quarter-hour educational programs. For the first program the art instruction class of the fourth and fifth grades of the Virginia Street grade school was broadcast direct from the classroom. Classes in other local schools listened to the radio instruction on receivers donated by local merchants.

WSB, Atlanta, observing its 19th anniversary on the air March 15, published a special edition of the monthly *WSB Retailers News* containing a facsimile of its "birth certificate", a 1922 telegram from the Department of Commerce authorizing the new station.

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!
50,000 WATTS
DAY AND NIGHT
COLUMBIA AND MUTUAL NETWORKS

EXPANDING the half-hour *Concert Hours* program, MBS is presenting a series of programs titled *Chicagoland Hour* in the Saturday 10-11 p.m. period formerly occupied by the *Chicago Theatre of the Air*. Col. Robert R. McCormick, editor and publisher of the *Chicago Tribune*, continues his *Concert Hour* discussions, and special dramatic productions are presented together with Henry Weber conducting

WELI, New Haven, Conn., cooperating with the local chamber of commerce, the State Trade School Committee and board of education, on March 3 starts a series of nightly quarter-hour interviews with students in the Hartford State Trade School. During the two weeks the programs are to be carried, the students will be interviewed as they work at their benches or in classrooms.

MORE THAN 1,100 radio service men of the Rocky Mountain region are expected to attend a special meeting at the KOA, Denver, studios on March 14 when changes in radio receiving equipment made necessary by the frequency changes effective March 29, will be discussed. KOA, as host, will provide entertainment and refreshments, according to Lloyd E. Yoder, station manager, who pointed out that only two stations in Colorado will not change their frequencies which means that all owners of push button radios will have to make changes in dialing apparatus.

WJBK, Detroit, starting with a dramatic sketch Feb. 22 on the life of George Washington, is presenting a weekly foreign-language program in Polish, *Lives of American Presidents*. Directed by Anthony Altschuler and produced by Eugene Konstantynowicz with a staff of 14 Polish actors, the broadcast is heard each Saturday morning on a sustaining basis giving historical episodes in the careers of our ex-presidents.

Goodkind Loses Suit

SUIT of M. Lewis Goodkind, executive of Goodkind, Joice & Morgan, Chicago agency, asking $12,000 damages from John and Ernest Hix, Hollywood radio producers, was dismissed March 3 in Los Angeles Superior Court. Goodkind contended that sum was due him as commission in making a deal with Colgate-Palmolive-Peet Co. (Palmolive Shaving Cream), for sponsorship of the CBS John Hix *Strange as it Seems* radio series. Court upheld Ernest Hix's contention that he alone had been responsible for the radio placement of the cartoon feature.

MBS Sales Up

GROSS TIME SALES of MBS in February, 1941, totaled $442,157, an increase of 31% over the $337,649 total for the same month of 1940. First two months of this year showed total MBS time sales of $947,388, up 44.6% over last year's $655,378 for the same period.

CHESTER EXPLAINS CBS LATIN CREDO

THE CREDO of CBS in extending its activities into Latin America was expressed by Edmund Chester, CBS director of Latin American relations, in an address given Feb. 28 before the first International Conference of the School of the Air of the Americas:

"CBS System is not embarking on a campaign to *save* Latin America from anything. It does not plan to fill the air with brash propaganda. It does expect to use its facilities for the unimpeachable purpose of letting the *peoples* of Latin America know us as we really are —in our everyday life, and of letting the people of the United States know the real Latin America.

"CBS will not try to force North American culture on Latin America any more than it will try to force Latin American culture on the United States. CBS hopes to deliver to Latin America the best that we have in the United States and accept, in exchange, the best in Latin American culture.

"We have faith in our belief that international friendship can best be promoted through international understanding. To that doctrine CBS dedicates its efforts."

STUDENTS of Granby High School, Norfolk, Va. are presenting their own program weekly over WTAR, writing and producing it themselves. Bill Searle, assistant production manager of the station, who conducts classes at the high school in radio, supervises the programs.

Hamm Buys News

THEODORE HAMM BREWING Co., St. Paul, on March 3 started six-weekly five-minute news programs in five markets. Stations are WDAY, Fargo, N. D.; WNAX, Yankton, S. D.; WMBD, Peoria, Ill.; KOIL, Omaha and KFAB, Lincoln, Neb. All contracts are for 26 weeks, except the one for WMBD, which is for 13 weeks. Agency is Mitchell-Faust Adv. Co., Chicago.

Durkee Discs

DURKEE FAMOUS FOODS, Chicago (Margarine), on Feb. 28 started a 26-week schedule of thrice-weekly one-minute transcribed announcements on approximately 20 stations. Agency is C. Wendel Muench & Co., Chicago.

Added Power Authorized For KSFO, in Des Moines

KSO, Des Moines, was authorized March 4 to increase its night power from 1,000 to 5,000 watts on 1430 kc., in a decision by the FCC. The station transmitter will be located at the same site as KRNT, sister station operated by the Cowles interests. A directional antenna will be used at night.

WKZO, Kalamazoo, was granted an increase in day power from 1,000 to 5,000 watts on 590 kc. It will continue to use 1,000 watts at night. WFHR, Wisconsin Rapids, Wis., was granted an increase from 100 watts night, 250 watts day, to 250 watts fulltime on 1310 kc.

PRESTIGE · COVERAGE · RESULTS
560 kc
WIS
NBC RED
5000 Watts Day
1000 Watts Night
FREE & PETERS, Inc. NAT'L REPRESENTATIVES
COLUMBIA, S.C.
FORT JACKSON'S 40,000 MEN WITHIN 5 MILES

WE-UNS CAIN'T GIT YOU MOSSY BOTTOM (Ky.)!

Honest, fellers, Mossy Bottom is a real town! And it's kinda typical of a hundred towns in Kentucky's back hills and hollows. Roll all the Mossy Bottoms together, and you *still* haven't anything that even comes close to the rich Louisville Trading Area (which buys *twice as much* as the rest of Kentucky combined!). To cover the Louisville Area *completely*, at low cost, all you need is WAVE—the *only* N. B. C. Basic Red Network station within 100 miles! May we tell you more?

LOUISVILLE'S WAVE
INCORPORATED
5000 WATTS
940 K. C.
N. B. C.
FREE & PETERS, INC., NAT'L REPRESENTATIVES

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

MARCH 1 TO MARCH 7, INCLUSIVE

Decisions . . .

MARCH 3

KPHO, Phoenix, Ariz.—Granted CP new transmitter.

MARCH 4

WBLK, Clarksburg, W. Va.—Granted voluntary assignment license from the Exponent Co., licensee, to Charleston Broadcasting Co., licensee of WCHS, in exchange for $29,000 of Charleston Broadcasting Co. 7% cumulative preferred stock to be issued.

WPAR, Parkersburg, W. Va.—Granted authority transfer 47 shares of common stock from The Exponent Co. to Charleston Broadcasting Co. (present owner of 47%) of voting stock ownership in Ohio Valley Broadcasting Corp. in exchange for $17,500 of Charleston Broadcasting Co. 7% cumulative preferred stock to be issued. (These applications are two of a series toward consolidation into Charleston Broadcasting Co. of radio interests controlled or held by John A. Kennedy and his wife who together own control over licensee corp. through control over Exponent Co. and Charleston Broadcasting Co.)

KARM, Fresno, Cal.—Granted consent assign license from Gilbert H. Jertberg, executor of George Harm, to KARM, the George Harm Station, a corporation.

WFHR, Wisconsin Rapids, Wis.—Granted modification license to 250 w unl.

WJOB, Hammond, Ind.—Granted modification license to unl.

KSO, Des Moines—Granted CP increase to 5 kw unl. directional N.

WGES, Chicago—Granted CP move transmitter, new transmitter, directional, increase to 5 kw unl.

WKZO, Kalamazoo, Mich.—Granted in part CP increase D to 5 kw, new transmitter.

WLLH, Lowell, Mass.—Granted regular license for synchronous station at Lawrence.

SET FOR HEARING—WSNJ, Bridgeton, N. J., application booster station in Camden; WBRE, Wilkes-Barre, Pa., CP synchronous station at Scranton, NEW, Mid-American Broadcasting Corp., Louisville, CP 1040 kc (1080 under treaty) 1 kw 5 kw LS directional unl.; WMAS, Springfield, Mass., CP change to 880 kc 1 kw 5 kw D etc.

MARCH 5

NEW, Enrique Abarca Sanfeliz, San Juan, P. R.—Proposed decision granting CP 580 kc 1 kw 5 kw D unl., and denying CP to United Theaters Inc.

NEW, Edwin H. Armstrong, Alpine, N. J.—Granted CP FM 43.1 mc 15,610 sq. miles 12,200,000 population.

NEW, Moody Bible Institute of Chicago—Granted CP FM 47.5 mc 10,800 sq. miles 4,500,000 population.

NEW, Stromberg-Carlson Tel. Mfg. Co., Rochester—Granted CP FM 45.1 mc 3,200 sq. miles 585,000 population.

MISCELLANEOUS—KGGF, Coffeyville, Kan., granted license renewal on temporary basis pending action on application for CP; KQW, San Jose, Cal., granted license renewal on temporary basis pending action on application for CP.

MARCH 6

WCAM, Camden; WCAP, Asbury Park; WTNJ, Trenton—Hearing set for 2-10-41 continued one month.

WBOC, Salisbury, Md.—FCC determined renewal application should specify 1230 kc.

MISCELLANEOUS — WDAS, Philadelphia, dismissed motion to continue hearings on WCAM, WCAP, WTNJ; WGST, Atlanta, granted continuance hearing to 5-1-41.

Applications . . .

MARCH 1

WBNX, New York—CP 1280 kc under treaty, change antenna.

WOV, New York—License as modified to increase power, asking 1130 kc under treaty.

WBRY, Waterbury, Conn.—Modification CP as modified increase power etc., asking change to 560 kc 1 kw, new transmitter.

NEW, James F. Hopkins Inc., Ann Arbor, Mich.—CP 1560 kc under treaty 1 kw unl. directional, amended to 1600 kc under treaty change antenna.

WALB, Albany, Ga.—Modification CP as modified asking 1590 kc under treaty.

KSWO, Lawton, Okla.—Modification CP new station asking 1130 kc under treaty.

NEW, Homer Rodeheaver, Winona Lake, Ind.—CP 1480 kc under treaty 1 kw D.

KMYR, Denver — Modification CP as modified new station for 1340 kc under treaty.

NEW, Barclay Craighead, Butte, Mont.—CP 1500 kc 250 w unl.

MARCH 4

NEW, Washington Broadcasting Co., Washington, Pa.—CP 1420 kc (1450 under treaty) 250 w unl., amended re stockholders.

WDBJ, Roanoke, Va.—Modification CP as modified increase power to 5 kw etc., asking 960 kc under treaty.

NEW, American Broadcasting Corp., Lexington, Ky.—CP 45.1 mc 7,290 sq. miles 415,501 population, amended to 6,298 sq. miles, change transmitter.

WOPI, Bristol, Tenn.—CP change to 1230 kc under treaty.

NEW, Amarillo Broadcasting Corp., Amarillo, Tex.—CP 45.1 mc 6,503.89 sq. miles, 80,024 population, amended to 5,628 sq. miles, 73,734 population, change antenna.

NEW, Howard H. Wilson, Oshkosh, Wis.—CP 1490 kc under treaty 250 w unl.

NEW, Southern Cal. Broadcasting Co., Pasadena, Cal.—CP 1400 kc (1430 under treaty) 1 kw D.

NEW, CBS, Hollywood—CP 44.9 mc 20,560 sq. miles 2,594,086 population.

WBBC, Brooklyn—License to use WARD transmitter.

WVFW, Brooklyn—Same.

WNEW, New York—Modification of CP increase power to 5 kw N & D, asking 1280 kc under treaty, change antenna.

NEW, Muzak Corp., New York—CP developmental station 117 mc amended re corporate structure.

KBIX, Muskogee, Okla.—CP new transmitter, increase to 250 w, asks 1490 kc under treaty.

NEW, Martha M. Russell d/b Russell Plantation, Russelltown, Tex.—CP 580 kc 1 kw unl.

KFQD, Anchorage, Alaska — Transfer control to Midnight Sun Broadcasting Co.

MARCH 6

WWRL, Woodside, N. Y.—CP new transmitter, new antenna, change to 1600 kc under treaty, increase 250 w to 5 kw, move transmitter to New York.

WLAW, Lawrence, Mass.—CP increase to 50 kw new transmitter change antenna.

WDAS, Philadelphia—CP new transmitter, directional, change to 1260 under treaty, increase to 1 kw 5 kw D.

WHLN, Harlan, Ky.—Modification CP new station re transmitter, antenna sites.

NEW, Park Cities Broadcasting Corp., Dallas—CP 940 kc 500 w unl., amended re stock ownership and to ask 710 kc 5 kw, new transmitter, directional N.

WFBM, Indianapolis—Relinquishment of control of licensee corporation by H. M. Bitner of 1012½ shares common.

KSAN, San Francisco—CP change to 1430 kc (1460 under treaty) increase to 1 kw, new transmitter.

NEW, Contra Costa Broadcasting Co., Richmond, Cal.—CP 1170 kc 500 w ltd., amended re transmitter, studio sites and to ask 1210 kc under treaty.

Tentative Calendar . . .

MARCH 10

WARM, Scranton—License for CP 1370 kc 250 w unl.

WGST, Atlanta—License renewal.

WBAX, Wilkes-Barre, Pa.—License renewal.

MARCH 20

To consider television engineering standards etc.

MARCH 31

KMLB, Monroe, La.—CP 1410 kc 1 kw unl. directional N.

NEW, KNOE Inc., Monroe, La.—CP 1420 kc 250 w unl.

APRIL 14

NEW, Western Mass. Broadcasting Co., Pittsfield—CP 1500 kc (1490 under treaty) 100 w unl.

MAY 5

KFJI, Klamath Falls, Ore.—CP 600 kc 500 w 1 kw LS.

Barbasol Plans

BARBASOL Co., Indianapolis (shave cream), will sponsor quarter-hour programs of either news or sports on three stations starting the latter part of March. Stations have not been selected, but markets will include Los Angeles, San Francisco, and Seattle. Erwin, Wasey & Co., New York, is agency.

FRANCISCO URGES STRONGER SIGNALS

IMPROVEMENT of the signals laid down in South America by United States shortwave stations is an immediate necessity, according to Don Francisco, radio member of the committee on communications of the Office of the Coordinator of Commercial and Cultural Relations Between the American Republics. Mr. Francisco, on leave of absence as president of Lord & Thomas, returned to New York March 4 from a three-month South American tour during which he visited nine countries.

"Shortwave programs from the United States come in fairly well in the Caribbean area," he said, "but as you go south of Rio de Janeiro on the east coast or Lima in the west the signals fade so that tuning in one of these broadcasts requires hairline dialing and the use of lots of power. Most of the sets now being sold in South America are all-wave receivers, but the average five or six-tube set cannot pull in the shortwave signals of the United States stations without a great deal of trouble during the evening hours and daytime listening is practically an impossibility.

"The broadcasts from England and Germany, on the other hand, are easily heard," he continued. "These programs are broadcast on from six to nine frequencies, so that there is always at least one channel with a clear signal. Musical programs from Europe can be picked up well even in the daytime, whereas a musical program from the United States before dark usually comes through so poorly that it could not even be picked up and rebroadcast locally."

Recent Video Progress Demonstrated to FCC

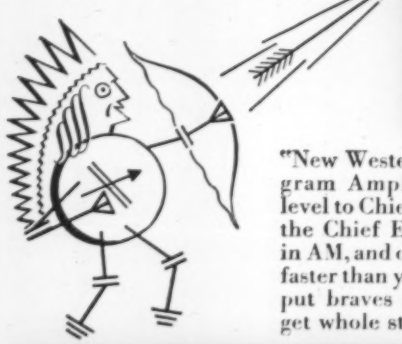
CATCHING UP on the most recent technical developments in visual broadcasting, preparatory to the scheduled March 20 hearing to set regulatory standards for commercial television, FCC officials last Thursday and Friday observed television demonstrations in Philadelphia and New York.

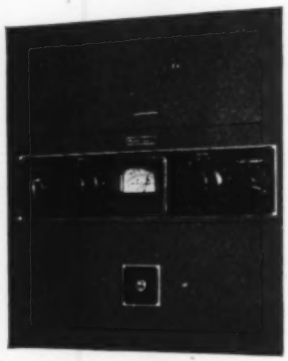
Five members of the Commission —Chairman James Lawrence Fly and Commissioners Walker, Craven, Case and Payne—FCC Chief Engineer E. K. Jett and George Gillingham, chief of the FCC press section, visited the Philco Radio & Television Plant in Philadelphia and Bell Laboratories and Allen B. DuMont Laboratories in New York.

Biscuit Campaign

MANCHESTER BISCUIT Co., Fargo, N. D., & Sioux Falls, S. D. (sub of United Biscuit Co.), which recently appointed George H. Hartman Co., Chicago, as its agency, on March 10 started a 39-week varying schedule on 12 stations.

"Makes flight of arrow seem slow as snail" says Chief Engineer





"New Western Electric 1126A Program Amplifier bosses program level to Chief's taste, and how!" says the Chief Engineer. "Stops splash in AM, and overswing in FM—works faster than you can say 'Ugh!' Better put braves on trail of Graybar to get whole story."

Western Electric

Staley Campaign

STALEY MFG. Co., Decatur, Ill. (Sweetose syrup), has started a 10-weekly 100-word announcement series which runs for two weeks. Starting dates and stations are as follows: Feb. 24 and March 10, WJW WCAU; Feb. 17 and March 3 WIOD; March 31 and April 14, WKRC WBNS KDKA WGBI WBEN WGY WNAC WFBR WCHS KRNT WMT WNAX WMOX WOW WIRE: April 21 and May 5, WFBL; May 19 and June 2, WJAX; WSB is also included in the series with no starting dates having yet been set. In addition, on March 3 the sponsor started a 26-week thrice-weekly one-minute participation series on the *Bea Baxter* program of KSTP, St. Paul, and on March 31 will start a 26-week series of 10-weekly 100-word announcements on WSMB, New Orleans. The *Betty & Bob* series which has been running on WTAM, WENR and WPTF since last fall will be continued. Blackett-Sample-Hummert, Chicago, is agency.

GRIFFIN MFG. Co., Brooklyn (All-rite shoe cleanser), on March 24 renews for 52 weeks *Who Knows?* on 4 MBS stations, Mon., 10:15-10:30 p.m. Agency: Bermingham, Castleman & Pierce, N. Y.

Esterbrook Renews

ESTERBROOK STEEL PEN MFG. Co., Camden, N. J., sponsoring a quarter-hour program at the end of the Saturday afternoon Metropolitan Opera broadcasts shortwaved to South America via WRCA and WNBI, NBC's shortwave stations, on March 3 renewed the series until the end of the opera season. A. Llopis de Olivares handles the Spanish announcements on the pen program, which features a "preview" of next week's opera. Agency is National Export Adv. Service, New York.

Art Metal

ART METAL WORKS, Newark (Ronson lighters) will sponsor *Paul Sullivan Reviews the News* on Fridays at 6:30-6:45 p.m. starting April 11 on 23 CBS stations. Cecil & Presbrey, New York, is the agency. The commentator will continue to be heard on CBS Mondays through Thursdays at 6:30-6:45 p.m. for Brown & Williamson Tobacco Corp., Louisville, in the interest of Raleigh cigarettes. BBDO, New York, is agency for the latter company.

CARLETON SMITH, assistant manager of NBC in Washington and Presidential announcer for the network since 1933, is the father of a 6-pound boy, morn March 6.

Asks Produced Credit

CREDIT for commercial program producers on NBC programs was asked by Wayne Griffin, producer with BBDO, Los Angeles, and president of the Radio Producers Club of Los Angeles, on a visit to New York with the *Burns & Allen* program. Mr. Griffin conferred with Niles Trammel, NBC president, and Sidney Strotz, vice-president in charge of programs.

MacMillan Newsreel

WITHOUT an audition or hearing the program on the air, MacMillan Petroleum Corp., Los Angeles (Ringfree oil) has signed with WHN, New York, to sponsor a radio newsreel, starting March 10, with the same news repeated every ten minutes, one hour in the morning and one hour in the evening. Agency is Stack-Goble Adv. Agency, New York.

Crystal Specialists Since 1925

ATTENTION

BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION

We are at your service to—

1. REGRIND your present crystal to higher new frequency **$17.50**
2. NEW CRYSTAL (less holder) **$22.50**
3. NEW CRYSTAL fully mounted . **$30.00**

LOW DRIFT - APPROVED BY FCC

Scientific **RADIO SERVICE**

124 Jackson Ave.
University Park, Md.

CLASSIFIED *Advertisements*

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Openings on Hand!—for qualified employees—every department—announcers, operators, combinations, transradio press, salesmen, etc., except talent. National Radio Employment Bureau, Box 864, Denver, Col.

Old Established New England Station—needs applications for announcer-salesman, college background, present employment important. Tell all in confidence first letter. Box 271, BROADCASTING.

Engineer—transmitter and studio control. Must have first-class telephone license. Preferably one familiar with late model RCA equipment. Give full particulars including salary expected.—WAKR, Akron, O.

Announcer—all around, who can write good advertising copy and sell, must have car. Local independent station Southwestern state. Give full information experience, enclose snapshot. Salary needed. Box 267, BROADCASTING.

Salesman—well established MBS affiliate South East offers excellent opportunity to producer. Drawing account plus commission. Will consider only experienced, aggressive, sober salesman who wants to get ahead. Write full details concerning yourself to Box 265, BROADCASTING.

Graduate (College) Communications Engineers—opening in large broadcasting organization for engineer experienced in broadcast allocation, field intensity survey, antenna design, and license application work. FM knowledge and experience desirable but not essential. Also opening for recent graduate interested in broadcast engineering (not operations). Must have above-average record in recognized college giving communications (not E.E.) course. Give age, qualifications, reference, salary requirements, photo. Box 270, BROADCASTING.

Help Wanted (Continued)

Operator—must have first class license. Independent midwestern station. Fair salary, good chance for advancement. Box 269, BROADCASTING.

Announcers, Writers, Salesmen, Operators, Directors—investigate our national placement service. Central Registry, Orpheum Bldg., Wichita, Kans.

Situations Wanted

Top-Notch Special Events, Ad-lib Man.—A1 all-round announcer. News—agency caliber copy. Strong commercial delivery. Ad-lib comparable with best. Versatile—know way around station. Can deliver the goods. Employed. Box 268, BROADCASTING.

First Class Operators Available—graduates for broadcasting, television, frequency modulation, and commercial stations, able to work anywhere. Some with announcing experience. Have successful men in stations in all sections of country; list furnished upon request. Contact Graduate Relations Department, National Schools, 4000 So. Figueroa, Los Angeles, Calif.

First Class Announcer—wishes position with first class network affiliate. Has tested morning chatter show. Wants to locate in metropolitan area. Thirty years old, married, college education. Network reference. Able to handle any assignment. Address Box 266, BROADCASTING.

For Sale

Continuities to your order. Special dramatized educational historical presentations, particularly appropriate for high schools, patriotic societies, sustaining, and professional production. *Drumbeats of American History*, P. O. Box 224, (CPO), Pittsburgh, Pa.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • NA. 6718

RCA Plans World's Largest Radio Laboratory at Princeton

Impetus to New Products and Services Is Seen by Sarnoff in Announcing New Research Project

WORLD'S largest radio research laboratories to be known as "RCA Laboratories" will be constructed by RCA at Princeton, N. J., according to announcement March 5 by David Sarnoff, RCA president.

Headquarters for all research and original development work of the company and for its patent and licensing activities, the new organization will "promote the growth of radio as an art and industry, and to meet the expanding demands of national defense."

The laboratory building will include a lecture auditorium and the combined technical and patent libraries of the RCA organization, probably to be completed before the end of this year. Otto S. Schairer, vice-president in charge of the RCA patent department, has been named vice-president of RCA Laboratories in addition to his present position.

Stating that "it is through invention and the practical applications of research that American ingenuity has raised the standards of living in the United States above those of any other nation," Mr. Sarnoff added that "this step marks a milestone in the progress of radio."

New Services

"Such important fields as television, facsimile, electron optics, wave propagation and ultra-high frequencies open to radio a future even greater than its past," the RCA president continued, "and by the establishment of the new laboratories, radio can quicken its pace alongside the older industries."

A further purpose of the enterprise will be to facilitate the creation and development of new radio products and services which will provide new business and new employment for the post-war period. Under the impetus of emergencies and the current problems of national defense, Mr. Sarnoff pointed out, intensive research creates new instrumentalities, and further research and development are necessary to adapt them to use by the public.

The new Laboratories will continue to make inventions available to competitors and others and to cooperate with them in the fullest development of the radio art, Mr. Sarnoff said, adding that more than 130 manufacturers in radio and other fields are now licensed under RCA patents.

Other officers of RCA Laboratories now with RCA, who will assist Mr. Schairer are: Ralph R. Beal, research director, who will have general direction of all research and original development; Dr. C. B. Jolliffe, in charge of the RCA frequency bureau, as chief engineer; E. W. Engstrom, director, with Dr. V. K. Zworykin and B. J. Thompson as associate directors; Arthur Van Dyck, in charge of service to RCA licensees, manager of industry service section.

Dr. Harold H. Beverage will be director of communications research in charge of the Long Island RCA laboratories at Riverhead and Rocky Point, which will remain at those locations.

A research consulting board for the Princeton project will be made up of chief engineers of the RCA companies, including O. B. Hanson, NBC; E. W. Ritter, RCA; C. W. Latimer, RCA Communications, and I. F. Brynes, Radiomarine Corp. of America.

General supervision over the research activities will also be exercised by an executive board consisting of Messrs. Sarnoff (chairman), Schairer, Beal and Jolliffe, and the executive heads of the RCA companies; G. K. Throckmorton, RCA Mfg. Co.; Niles Trammell, NBC; W. A. Winterbottom, RCA Communications, and Charles J. Pannill, Radiomarine Corp. of America.

Craig to CBS Board

GEN. MALIN CRAIG, former chief of staff of the U. S. Army, on March 5 was elected to the CBS board of directors. Gen. Craig, who retired his Army position in 1939, has seen military experience in China, Cuba, the Philippines and was in Europe during World War I. In 1933, he was designated to organize and administrate activities of 100,000 recruits for the Civilian Conservation Corps.

RCA VICTOR Co. Ltd., Toronto, is expanding its studios on the top floor of the Royal York Hotel, tallest hotel in the British Empire. Transcription recording studios are being enlarged, and direct lines to all Toronto broadcasting stations are being increased.

Swift Adds 68 Stations To NBC 'Breakfast Club'

SWIFT & Co., Chicago, during the four weeks prior to Easter will add 68 stations to its current list carrying the NBC *Breakfast* Club, making a total of 142 outlets on the Blue network from coast-to-coast. This pre-Easter campaign, which runs from March 20 through April 12, will give the *Breakfast Club* the largest sponsored daytime network in radio. Campaign will be in the interest of Swift's Premium Ham. Agency is J. Walter Thompson Co., Chicago.

CBS Plans to Appeal Isaac Levy Stock Ruling

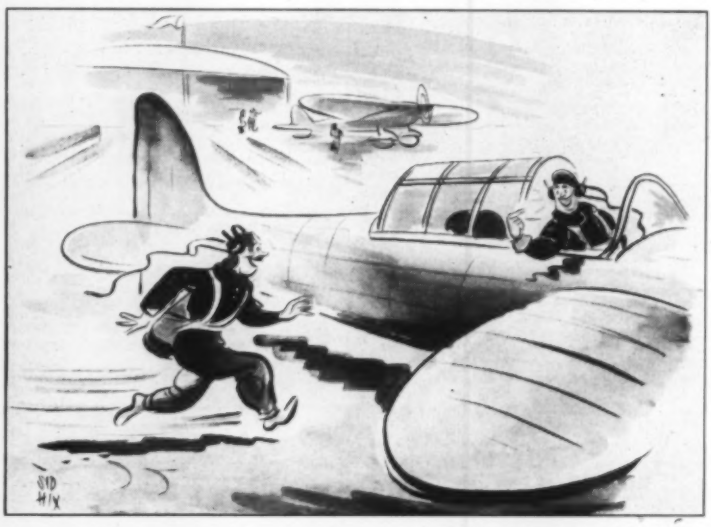
ISAAC D. LEVY, CBS stockholder and director, was ordered March 4 by New York Supreme Court Justice John Carewe to repay CBS $85,000 and interest after a one-day trial of the suit brought against CBS, its officers and directors by two CBS minority stockholders, Henry G. Mason and Nat Gluck.

Plaintiffs claimed "illegal profits" were made by Levy in the transaction whereby CBS acquired entire interest of the American Record Co. from Consolidated Film Industries. Levy, it was alleged, bought a 20% interest in the deal and CBS the other 80%, with Levy subsequently selling his share to CBS at a profit. Attorneys for the plaintiffs were Edward Menden and Bernard Hershkopf.

According to Ralph F. Colin, of Rosenberg, Goldmark & Colin, CBS attorneys, "the conclusion of the court is unfounded in the uncontradicted facts and the CBS directors will probably appeal the decision."

Candy Firm Placing

MASON, Au Magenheimer Confectionery Mfg. Co., Brooklyn (candy), will start in latter March one-minute announcements six times weekly on 15 stations in major markets between New York and Chicago. Spots will advertise Mason Mints, Mason Peaks, and Mason Black Crows candy bars. Stations list has not been completed according to Applied Merchandising, New York, the agency.



Drawn for BROADCASTING by Sid Hix

"Step on It Bill! Jimmy Allen Will Be on in a Minute!"

Fibber Is Winner In Milwaukee Poll

Kay Kyser, Bing Crosby Get Honors in Other Classes

FIBBER McGEE & MOLLY, star of the S. C. Johnson Co. show on NBC, were voted the favorite comedy act and conductors of the most popular radio program by newspaper readers participating in the 11th annual *Milwaukee Journal* radio poll.

In the favorite comedian class, Fibber McGee & Molly led Bob Hope, Edgar Bergen, Jack Benny and Fanny Brice in that order among the top five, while Hope also was runner-up to the McGees in the most popular program category, in which group nine NBC winners were in the first ten places.

Musical Choices

For the third straight year, voters named Kay Kyser's orchestra as first choice, also picking Kyser's *College of Musical Knowledge* as the most popular quiz program. Bing Crosby won first mention as the most popular male singer as well as the favorite male. H. V. Kaltenborn was voted most popular news broadcaster, followed by Walter Winchell. John Barrymore was chosen best new star of the year for his work on the NBC *Rudy Vallee* program, while NBC announcer Don Wilson was chosen best in that classification.

Voted first in the serial program group for the third year was *One Man's Family*, followed by *I Love a Mystery* and *Vic & Sade*. One of the most spectacular jumps in popularity was in the dramatic program group when the *Aldrich Family* climbed from eighth to second place in one year.

Among other NBC programs and personalities whom listeners rated high in the final balloting were Horace Heidt, Tommy Dorsey, Eddy Howard, Harry Babbitt, Dennis Day, Tony Martin, Connie Boswell, Bonnie Baker, Tom, Dick & Harry, *The Voice of Firestone*, Ilka Frank Black's Concerts, *The NBC Symphony*, James Melton, Richard Crooks, Frank Munn, Betty Crocker, Lucille Manners, Margaret Speaks, *Information Please*, Eddie Cantor, *Burns & Allen*, Bob Burns, Brenda & Cobina, *Adventures of Sherlock Holmes*, *Mr. District Attorney*, *Gang Busters*, Harlow Wilcox, Ken Carpenter, Milton Cross, Harry Von Zell, Norman Ross, Ben Goodwin, Bill Stern, Hal Totten, Sam Taub, Clem McCarthy, Lowell Thomas, *Doctor I. Q.*, *Truth or Consequences*, *Quiz Kids*, *Battle of the Sexes*, *Jack Armstrong*, Ireene Wicker, *The Bartons*, Tom Mix, *Bright Idea Club*, *Rudy Vallee*, Clifton Fadiman, Ranson Sherman and Garry Moore.

BUSINESS name of the company taking over Joseph Hershey McGillvra organization in Canada [BROADCASTING, Feb. 24] will be H. N. Stovin & C. W. Wright in Toronto, and H. N. Stovin in Montreal and Winnipeg, according to Mr. Stovin.

Leadership in Library Service

For the Benefit of Those Who Came In Late

—may we say again that one of the most attractive features of being a Standard Library subscriber is that you are provided with a very neat device for recouping your library expenses; and more, if you're that enterprising.

▼ ▼ ▼

We refer to something more than the salability of musical programs out of the library itself—though that angle is not to be regarded lightly.. Specifically, we are blowing again about those super gems of commercialism, those eloquent epics of merchandising —SPOT-ADS.

▲ ▲ ▲

At present writing, Standard SPOT-ADS have reached a total of one hundred and ninety-two. These half-minute cash-register classics fall into four divisions: Clothing, furniture, jewelry and used cars. Each division, in its own way, possesses unique audience-attraction devices of almost unbelievable effectiveness, and each neatly converts this attention to the benefit of the sponsor by easing into the commercial plug with rare dexterity.

▼ ▼ ▼

Hundreds of Standard stations are showering blessings upon our heads for providing them with this source of extra income. Further information on SPOT-ADS, Standard Library Service and Standard Super Sound Effects is yours for the asking.

DURABILITY..... IN USE SINCE 1936

WSLI "The Standard Life Statio

Studios in the
JACKSO

February 3, 1941

Mr. Gerald King
6404 Hollywood Boulevard
Hollywood, California

Dear Jerry:

I have noticed, from time to time, where different station operators have expressed their satisfaction with Standard Library Service, from a point of variety, quality and usability.

There is one point that I believe has not been mentioned, and which I would like to bring to your attention, and that is; the point of durability. I purchased my first Standard Library Service for KPLC in Lake Charles, Louisiana in 1936. That Library is still in use today. Since that time, I have opened four new stations, and for each station, I have purchased, and Station still uses, the Standard Library Service. I believe this shows beyond all question of a doubt what I think of the durability and other qualities of the Standard Library Service.

Incidentally, I would like to put in a plug for the courteous cooperation I have always received from every member of the Standard Radio Staff.

With very best wishes for the continued success, I am

Yours very sincerely

L. M. Sepaugh, Manager
Radio Station WSLI

LMS:gp

PROOF OF LEADERSHIP . . . IN OUR DAILY MAIL

WE ARE often told that the Standard Radio Library Service "wears well" . . . first, in the purely mechanical sense, and second, because the musical content retains that vital spark of listener interest indefinitely . . . This "durability" is due to high standards of technical excellence, and to the careful selection and balancing of musical numbers, plus inspired production . . . Durability is one reason why more and more subscribers each month answer "Yes!" when asked:

"Are Your Transcriptions Up to Standard?"

Standard Radio

HOLLYWOOD CHICAGO

WELCOME TO:

KELD—El Dorado, Ark.

KARK—Little Rock, Ark.

WNBZ—Saranac Lake, N. Y.

Largest List of Active Subscribers!

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.